



THE COIN MACHINE REVIEW

November, 1943

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The 125th Consecutive Monthly Issue of the

Coin Machine Review

..... NOVEMBER, 1943

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O. P. A. Appoints Industry Committee

George Moloney Passes

CHICAGO—The industry suffered a grievous loss by the death of George D. Moloney, vice-president and general manager of Lion Manufacturing Corp. and Bally Manufacturing Co., who died early Thursday morning, November 4, 1943, at Wesley Memorial Hospital, Chicago. The cause of his death was post-operative pneumonia following a serious abdominal operation. He was thirty-six years of age.

Mr. Moloney's death is particularly tragic at a time when he should have been wearing the laurels of official recognition for his part in the war effort. Because of his illness, which attacked him on the eve of the ceremony by which Lion Manufacturing Corp. was awarded the Army-Navy, "E" Award, Mr. Moloney was unable to attend an event which in large part was a personal tribute to him. Chiefly to him belongs credit for the rapid conversion of the Lion plant from civilian to war production.

Mr. Moloney leaves a wife, Mrs. Celia Moloney, and daughter, Shelia. Other Chicago members of his family are his brother, Raymond T. Moloney, president of Lion Manufacturing Corp.; his sister, Helen K. Moloney, and brothers Daniel J. and Earl F. Moloney. A brother, Harold Moloney, and sister, Mrs. Alice Murphy, reside in Cleveland.

New Tokens Coming

WASHINGTON—Next February the first of the new ration tokens will be ready for distribution and coin machine operators will be happy to learn the new tokens are slightly larger than a nickel, being about seven-eighths of an inch in diameter and one-twentieth of an inch thick.

OPA has given the contract for producing the tokens to the Osgood Register Co. of Cincinnati, who will fabricate 450,000,000 blue tokens, and an equal number of red ones, from hard fibre sheets made by vulcanizing paper under heat and pressure. It is claimed the material will last for months and stand constant handling but will not operate in, or clog, coin operated equipment. Osgood is to receive \$1.44 per thousand for the 900,000,000 tokens.

WASHINGTON—The Office of Price Administration announced on November 13th the appointment of an industry advisory committee to represent operators, jobbers, distributors and manufacturers of the coin-operated machine industry, now functioning under OPA ruling MPR-429. Committee includes Don W. Clark, president of Clark Distributing Co. of Los Angeles, San Francisco and Seattle; and J. A. Stevenson, Consolidated Amusements, Salt Lake City, Utah.

First meeting has been scheduled for December 1st in Washington. OPA officials have indicated that no changes will be made in the provisions of MPR-429, covering the sales of used equipment, until the advisory committee has been consulted. The committee will make known to the administrator the interests and views of the industry and the persons engaged therein.

Weekly Payroll Huge

LOS ANGELES—A report released by the Los Angeles Chamber of Commerce Research Department on October 25th shows that Los Angeles is now the third city in population in the United States and exceeded only by New York and Chicago.

Local production has trebled and war contracts of \$3,500,000,000 place this city second in war contracts placed within one year and surpassed only by Detroit.

The Los Angeles area boasts of 7,500 manufacturing plants with more than 6,000 at work on government orders. The weekly factory payroll amounts to \$25,000,000 with an additional business and professional weekly payroll of \$10,000,000. 127,000 new families have moved here since 1940 and \$40,000,000 has been spent for public housing of 12,000 families in the same period.

In retail sales Los Angeles ranks third in the United States and enjoyed an increase of 22 per cent during 1943. In the same year check transactions were up 26 per cent.

8c Wage Increase Given

CHICAGO—Wage increases averaging eight cents an hour have been granted 1,270 employees of the Lion Manufacturing Corp., of which Bally Manufacturing Co. is a subsidiary. Maximum raise approved by the 6th Regional War Labor Board was twenty cents an hour. The company recently established 100 new labor categories.

On October 16th the Office of Price Administration clarified the ruling by notifying the trade that "The operator or the final purchaser of a machine is classed as the user, and the distributor who sells to the operator is covered by the provisions of MPR-429. Operator to operator sales are covered. Sales by operators to distributors for resale are not. March, 1942, prices are superseded on sales now covered by MPR-429." Considerable confusion had been prevalent in the industry as to who was to be considered a wholesaler and who to be termed a retailer. The ruling of October 16th clearly classified both individuals.

Sebring Expands

CHICAGO—Al Sebring, head of Bell Products Co., has acquired the refurbishing division of the Sullivan-Nolan Advertising Co. and is expanding his service to operators.

Sullivan-Nolan had been active in refurbishing marble games and Bell Products has already started on refurbishing the less profitable equipment into games that have been demonstrated as having the widest player appeal.

"I'm certain that the industry will be interested in this new work we are doing in our own factory, and they can be sure that their old games sent to us for conversion will have my closest personal attention," said Sebring.

Sebring has been active in the coin machine field for the past ten years.

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1943

**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**

"Bally" Gets "E"

CHICAGO—Before an assembly of two thousand employees and friends, who packed the Grand Ballroom of the Hotel Sherman on the evening of October 30th, the employees and management of Lion Manufacturing Corp. received the coveted Army-Navy "E" Flag from Commander Eugene E. Paro of the U. S. Navy, who delivered the presentation address.

Presentation ceremonies began with posting of the American colors by the Commonwealth Edison Post, American Legion, while the entire assembly sang the national anthem. Following presentation and acceptance, the "E" Flag was hoisted before a brilliant background consisting of the massed colors of the United Nations. Lieutenant Colonel J. S. Harvey, U. S. Army, then presented "E" Pins to a group of men and women, elected to represent all employees of the "Bally" plant. Included in the group were Les Landt, oldest employee and Mrs. Marion Schrubbe, a night-shift worker who has four sons in the armed services of the United States. Romeo Kuklinski, night-shift inspection foreman, accepted the "E" Pins on behalf of the employees. The ceremonies were then ended with singing of "America."

Commander Eugene E. Paro, who presented the "E" Flag, was awarded the Silver Star Medal on April 3 of this year for "extremely heroic and intrepid conduct while attached to a submarine detachment which carried supplies into Corregidor during the siege and evacuated American personnel from the area." In addition to Commander Paro and Colonel Harvey, the ceremonies were attended by Rear Admiral Alex M. Charlton, Commanders John Quinn, W. B. Moore, Daniel S. Armstrong, W. R. Raudenbush; Lieutenants H. L. Klein, A. H. Heist, W. H. Blackledge, W. H. Petridge; and Ensign Elizabeth E. Shelby, all of the U. S. Navy; and Colonel F. C. Wolfe, U. S. Army Air Forces.

COIN
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FOR
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1943

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**Quality Products Will
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CHICAGO

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Chicago, Illinois, for latest Coin Machine Information

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MORE WAR BONDS

INTERNATIONAL MUTOSCOPE CORPORATION

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

44-01 ELEVENTH STREET, LONG ISLAND CITY 1, NEW YORK

Wm Rabin

Industry Gets Tip

NEW YORK—Normally concerned with huge-money campaigns that sell soap or sealing wax, the advertising profession at large has paid little attention to the lusty, depression-boomed coin machine industry which came to stay on into good times as the result of its winning ways with public favor. Only here and there an advertising man, an advertising agency with an account in the field, and perhaps one or two of those which would have liked such an account, have been aware of this business—except, of course, when it came to patronage of the equipment itself. And there is no reason to doubt that advertising people are as human as others, and that they play an occasional marble game, buy an occasional stick of gum or package of cigarettes, or give in to their musical ear in some spot that is well equipped with wall boxes.

But all of this must now be considered water under the bridge, or even over the dam, if you like it that way. For the industry has received mention in "Tide," the Newsmagazine of Advertising and Marketing.

Along with reference to a huge rubber manufacturer, an automobile concern, a cosmetics house, rationing and the OPA, in a serious column called "For the Record," "Tide" had this to report:

"There is at least one juke box with a compartment for 'silence,' fed by nickels. One of the most popular on the machine, it prevents people from 'playing 'Pistol Packin' Mama'."

Coca-Cola Earnings Up

NEW YORK—Coca-Cola Co. reported November 1st September quarter net earnings of \$6,678,555, equal to \$1.67 a common share, compared with \$6,033,844 or \$1.51 for the 1942 quarter. Profits for the nine months ended September 30th were \$18,087,047 or \$4.52 a share, compared with \$17,067,231, or \$4.26 for the 1942 period.



AOA Holds Meeting

NEW YORK—The first fall meeting of the Arcade Owners' Association was held at the Abbey Hotel on October 21st with Al Blendow, president, presiding. Around 40 members were present, representing the major Arcade operating units in the New England area.

Subjects up for discussion and report included a report on the hearing before the House Ways and Means Committee in Washington on October 8th, an interpretation of MPR-429 as it pertains to the Arcade operator, and a discussion of the group insurance plan now so popular with organized groups across the country. Herman Brothers, AOA attorney, spoke on the Washington hearing and what the Arcade operator might hope for from the hearings.

In offering the group insurance plan AOA believes it will mean an increase in membership for the insurance programs gives coverage and savings on all forms of insurance except life and automobile, and is open to AOA members only.

At the October 21st meeting Bill Rabin, International Mutoscope prexy, made an appearance as a guest and praised the progress of the group and its plans for forwarding the interests of the Arcade industry.

* * *

"Gee, I made a terrible blunder at dinner last night!"

"What happened?"

"Mother asked me if I wouldn't have some corn, and I passed my glass!"

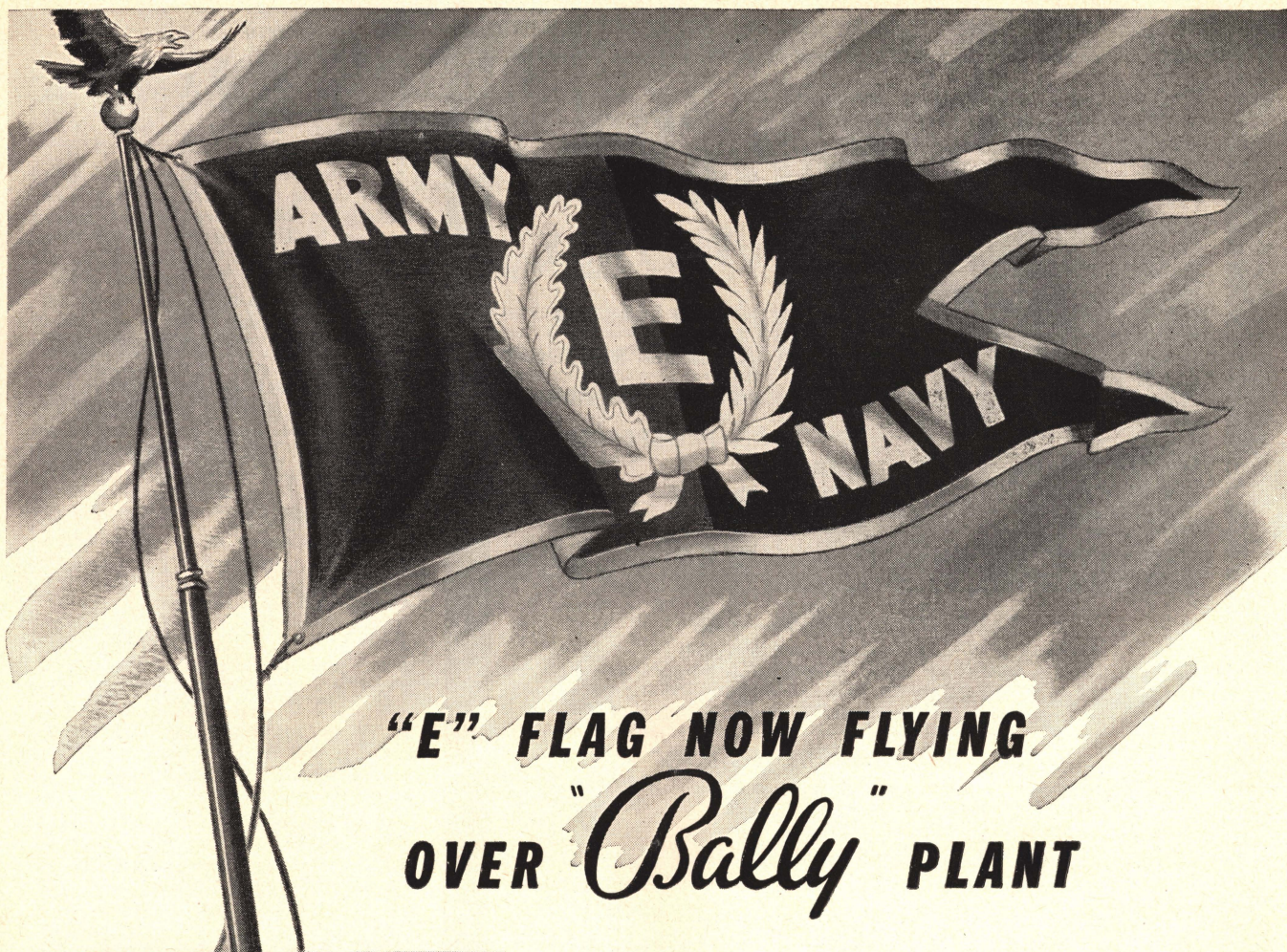
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"E" FLAG NOW FLYING OVER *Bally* PLANT

COIN
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FOR
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1943

"E" AWARD ROLL OF COIN-MACHINE INDUSTRY

Stoner Manufacturing Company
Watling Manufacturing Company
J. P. Seeburg Corporation
Packard Manufacturing Company
The Rudolph Wurlitzer Company
*Lion Manufacturing Corporation**

*MANUFACTURERS OF FAMOUS
BALLY GAMES AND VENDERS

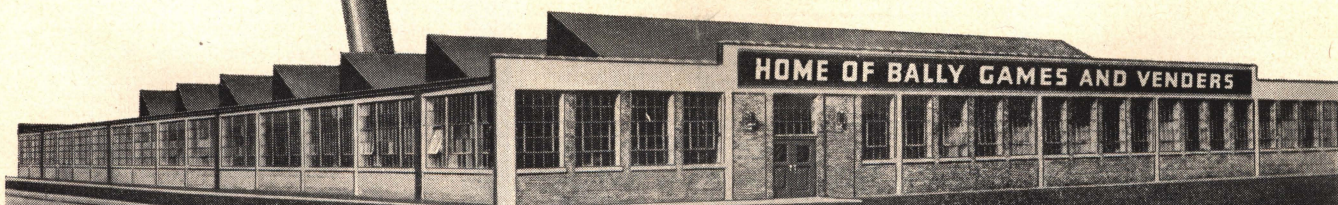
American fighters, men of the free, fun-loving breed for whom "Bally" games were built, are now blasting the enemy out of the sea and the sky with the aid of war-products built by men and women of the "Bally" plant, men and women who, when victory is won, will return to the happy task of building "Bally" games for free, fun-loving America, men and women who now proudly receive the high honor of the Army-Navy "E" Award . . .

"a symbol of leadership

in the cause of freedom" . . .

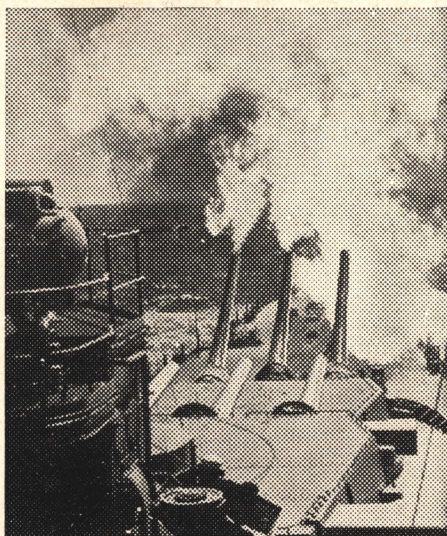
and who vow to keep their "E" flag flying under the flag of the free.

Lion Manufacturing Corporation, 2640 Belmont Avenue, Chicago 18, Illinois



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VICTORY**
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PROSPERITY**
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We are equipped to handle your wants—Complete stock of parts, new and used games, **ARCADE EQUIPMENT** . . . Vending machine cards, etc. Our reconditioned machines are tops . . . **LOW PRICES.**

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VICTORY GAME CONVERSIONS FOR SICK PIN GAMES
Now Ready for Immediate Delivery:

New Conversions:

BOMB THE AXIS RATS for Star Attraction
BOMBARDIER for VICTORY

\$9.50
Per
Set

f.o.b. **CHICAGO**

KNOCK-OUT THE JAPS (for Knock-Out), **SLAP THE JAPS**
(for Stratoliner), **SINK THE JAPS** (Seven Up), **SMACK**
THE JAPS (for Ten Spot), **HIT THE JAPS** (for Gold Star)

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Wurlitzer 750E
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All in excellent condition

BEST GRADE COIN WRAPPERS

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W. G. Gray Expires

CHICAGO—September 18th the Coin Machine Industry lost one of its real pioneers and beloved members when W. G. Gray passed away at his home at Lake Wauausee, Indiana, at the age of 72.

Gray first became associated with this industry during the Columbian Exposition in Chicago in 1893 when he was handling salesboards. Thereafter he started the operating of machines and opened an office in Cincinnati. As his business grew he moved to Chicago to be near his source of supply for Chicago, even then, was the capital of the industry's manufacturing activities.

He is credited with having built one of the first coin operated phonographs which followed perfection of coin-controlled automatic pianos. This venture was worked out with the cooperation of Walter A. Tratsch and Lee S. Jones, who was then General Sales Manager for the J. P. Seeburg Corp.

Gray was active in the organization of the A. B. T. Manufacturing Co. along with Jack Bechtol, Dan Odom and Walter Tratsch and the firm's first offering to the operators was the A. B. T. Pistol Target. Later A. B. T. became leader in coin detection and introduced the famous A. B. T. slug rejectors and coin chutes.

When marble tables made their appearance Gray joined with Lee S. Jones in organizing the American Sales Corp. which helped finance hundreds of operators across the country.

Surviving him are his wife and two daughters. Industry members acting as pall bearers were Rene Lamoureux, Ed. Pace, Lee S. Jones, Walter Tratsch, Thomas Linane and George Buchmann.

700 Items Released

WASHINGTON, D. C.—A ray of sunshine beamed from the nation's capitol early this month when it was announced by Chairman of the Smaller War Plants Corp. Albert M. Carter, that Uncle Sam will soon release wartime restrictions and permit manufacture of certain essential civilian products.

"About 700 items are being programmed for production in 1944," said Carter, "in order to provide the civilian population with items necessary to health, safety and general welfare."

The chairman urged small plants to set machinery in motion immediately to obtain contracts for manufacture of the prescribed items. It is contemplated that the items to be released must be manufactured in part by small manufactures with open capacity which have manufactured the items in the past. Manufacturers are urged to contact their local SWPC office at once for full details.

Program as outlined merits the endorsement of all in the Coin Machine Industry for it signifies a gradual return to manufacturing normalcy which means manufacturers in this Industry will be able to supply new equipment after the war in record speed time if essential manufacturing has been completely taken care of when the last shell is fired.

Happel to Chicago

LOS ANGELES—William Happel, Jr., head of Badger Sales Co., trained out of Los Angeles November 13th to attend a series of meetings in Chicago on the 15th, 16th and 17th. He will visit his office in Milwaukee, Wisconsin, before returning to the coast.

Making Democracy and the World Mutually Safe

— by —

ARTHUR GRAHAM GLASGOW, M. E., D. Sc., D. Eng.

FOREWORD

The subject herein treated is the most comprehensive as well as the most fundamental of objectives; for it not only means crushing victory in this global war, but also covers all post-war problems of peace.

Few will dispute the desirability of adequate "machinery" for implementing the best conclusions of various studies made. But who is to decide what is best? And who is to create, operate, and maintain such "machinery"—peacefully adjusted to the continuous developments of science and technology? Surely not those who have permitted (or caused) two world-wars in one generation—but who else?

The essay, starting with this issue and to be continued in the next two issues, seeks to improve the quality and authority of the controlling human element in national government, on which all national and international issues depend.

THE REVIEW presents this series of articles for the thought and consideration of the men of our great Industry. No endorsement is made on the plans and suggestions offered and the material is presented solely for study and discussion.

THE EDITOR.

ABUSES DISCREDITING DEMOCRACY I

FOR over a century, marvelously accelerated in our twentieth century, science and technology have been evolving potentialities of a Better World; science by disclosing the hidden resources of nature, and technology by converting such resources to the use and disposition of man. Even space has been broadly conquered as a barrier to human intercourse.

The substitution of unlimited "artificial" power for brute and man power has vastly eased and increased all productivity, and might have raised the status of man from a semi-brute to a demi-god, if these immense captive resources had been utilized exclusively for his welfare and evolution.

But, apart from localized conflict, world-war has applied and is now applying all terrestrial knowledge, and effort to the de-

struction of man, of his accumulated works, and even of the earth on which he should happily dwell. The United Nations are depleting their own natural resources, at maximum rate and cost, to destroy not only the enemy but also many occupied Countries—for whose post-war rehabilitation the United States must make the chief external contribution.

The destructive phase of this monstrous sequence threatens the United States with annual taxation approaching fifty billions; while budgeted expenditure of \$108,900,000,000 for the year ending June 30, 1944, will soon require lifting of the new debt limit to \$210,000,000,000—and "we have not yet begun to fight!"

It is puerile to blame science and technology for the world's incredible misuse of such wonderful potentialities. Where, then, rests responsibility for thus crucifying the world on this cross of knowledge? The responsibility is primarily on the world's statecraft, which has been worse than stagnant while science and technology have soared toward the skies.

What an indictment of their so-called statecraft that nations, while acclaiming freedom as more precious than life, should have permitted one megalomaniac—starting with a divided nation—to dominate the national and individual lives of the whole world!

The more fundamental questions are—Why have these heaven-sent opportunities, provided through science and technology, been entrusted to such statecraft; why are the navigators of our ships of state so ignorant, negligent, or impotent concerning their proper course, in the water of the world? The answer, obviously, concerns methods of government.

II

Practically, the world is now divided between two and only two forms of national government—Unrestricted Suffrage and Unrestricted Dictatorship. If any other form still exists, it is completely dominated by one of these main groups. These two ideologies are the opposite utmost extremes of all possibilities in national government; and

extreme opposition is always dangerous.

In this case, involving the welfare of the whole world, the representatives of each extreme have declared, by words or actions or both, that these two ideologies cannot exist in peace in the same world; that one or the other must be destroyed.

Patriotic Americans abhor the Totalitarian State and all of its works. In that system, the Creature, by unnatural means, enslaves its Creators; and is itself dominated by a Dictator—inevitably a megalomaniac with lust for aggrandizement. But hatred of totalitarianism does not alter the deadly menace of its aggression, now challenging democracy in a war of survival.

On the other hand, this hateful war proves, as nothing else could prove, the imperative need of eliminating or neutralizing the defects that make our current democracy so vulnerable. The one and only way to defend democracy is to make democracy defensible. To that end, let us consider the recent outstanding failures of democracy.

III

In the First World War, raging from August 1914 to November 1918, many nations joined to make "The World Safe for Democracy"—but, as seen below, with little thought of making democracy safe for the world:

The Imperial Government of Russia was overthrown from within in 1917, and modern democracy attempted under leadership of the eloquent Kerensky. But its power was inadequate to withstand one Russian refugee, conveyed secretly from Switzerland to St. Petersburg by the German enemy—he called himself Lenin.

Germany, as fruit of the First World War, adopted modern democracy under the Constitution of Weimar, prepared with German thoroughness. But—withstanding great relief from war indemnities, the post-war flood of American and British capital (never repaid), the withdrawal of all alien forces from the Rhineland, and the return of the Saar—the democratic structure could not withstand the present Fuehrer, who had emerged from the vast opportunities of four

—TURN PAGE

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FOR
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CHRISTMAS SEALS



Protect Your Home
from Tuberculosis

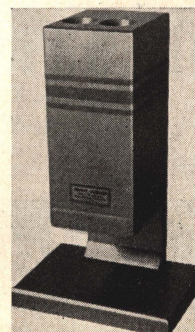
NICKEL NUDGERS

The Operator's Ideal Christmas
Gift to Locations!

These changemakers dispense accurately in multiples of five nickels, making change rapidly available for play on games, music machines, etc. A Christmas gift acceptable to your locations that will aid you in increasing coin machine play. Operators write for quantity prices.

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years of world warfare as a mere lance corporal.

That the whole world is now marching or living to Axis tunes is due more to the blind torpidity of the democracies than to the impact of Hitler's megalomania on an aggressor race that loves its own regimentation. Hitler's career would have been a brief episode, if France and England (supported by the other victors in the First World War) had stopped—as they might easily have stopped—his remilitarization of the Rhineland.

By God's Grace, after France and Belgium collapsed, Hitler did not invade England but treacherously attacked Russia—whom he had previously won from Britain, France and their associates, by promise of a free hand in the Baltic Provinces and a prospective slice of Poland. Thus Hitler's folly modified the otherwise fatal consequences of democratic improvidence.

Italy, unlike Russia and Germany, was a victor in the First World War. Many years earlier she had, by force of arms, established her freedom and unity under democracy somewhat of the British type. But the abject post-war failure of her democratic government enabled Mussolini to seize dictatorial power, and even to justify such seizure until his megalomania became extreme.

France, the victorious center of the First World War, was experienced in democracy. Some claim that the French Revolution lighted the torch of modern liberty; yet its bloody guillotine paved the way for Bonaparte. The Second Republic could not withstand even the weak pressure of Napoleon III. The modern democracy of the Third Republic was established in 1871.

Despite unconditional victory in the First World War (at the cost of 1,400,000 Frenchmen killed) and the renewed menace of Germany, this Third Republic became so permeated with disunity, corruption and folly that in 1940, with only 60,-

000 killed, it surrendered about two-thirds of France, assumed the payment of crushing and continuing tribute, and turned over nearly two million of its fighting men as prisoners of war.

Japan's attempts at parliamentary government were checked by assassination of its leaders, and finally ended with seizure of power by the military cliques.

IV

If these failures of attempts at modern democracy represented merely the ineptitude of other races for our own better type of government, we might perhaps retain our American self-complacency; but such is far from the case. Its inadequacy, even for self-protection, has enabled dictatorships to overthrow democracy in five of the Great Powers, and has led three of them to seek the destruction of the two remaining Great Democracies.

In view of these national demonstrations that extreme democracy produces by reaction extreme dictatorship, and that these opposite extremes breed world-war (or threat of such war), the logical way to livable peace is for each extreme to draw nearer to "the middle way—the golden mean." That seems axiomatic, and is none the less so for being Aristotelian.

Fortunately, modern democracy can inaugurate such a movement, while vastly benefiting itself, by merely eliminating its present outstanding defects.

Since nations have been jockeyed into choosing or tolerating one or the other dangerous extreme, of the whole range of governmental possibilities, the safe highway to international peace is now deserted. Unrestricted democracy is "ditched" on the one side, and unrestricted dictatorship is "ditched" on the other side of the road.

Why must the world submit to destructive breakdowns in either ditch, when we might travel safely on the smooth wide surface of the road? None need compete for

its center; nations need keep only close enough for peaceful intercourse.

After two world-wars in one generation, a wise revision of democracy, based on world-wide experience to date, would challenge the respect of other nations, and gradually gain their adhesion. For better national government is the only way to permanent world peace.

V

The foregoing leads to special consideration of the two Democratic Great Powers now in being—Great Powers now in being—Great Britain and the United States.

Although both of these great democracies are now based upon unrestricted suffrage, democratic government in Great Britain (without a written constitution) is limited or supplemented by means that do not exist in the United States.

The Crown, the House of Lords, the Privy Council, and the traditions of centuries of empire-building and world leadership, have been immensely potent factors in British government. Such traditions are largely the consequences of extraordinary characteristics in the British people, including a deep-rooted sense of justice, with corresponding respect for established law and order, and a comprehensive collection of virtues which are loosely termed "sportsmanship."

These British factors have developed, among other benefits, well-qualified "public servants", from whose ranks graduates a corps of able administrators, completely divorced from politics and capped by that unique group of "Permanent Secretaries" in charge of the Great Departments of State.

It is difficult for us Americans to gauge methods of government in a Country where the Lord Chancellor (presiding over the House of Lords) could declare, regarding a Bill from the House of Commons to reduce the powers of the House of Lords, "It is legal for your Lordships to defeat this Bill: but it is unconstitutional for you to do so"—when there was no written constitution, and the Supreme Court of the Empire was composed exclusively of members of the House of Lords!

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FOR
NOVEMBER
1943

Attention Manufacturers

Well known Distributor of merchandise and merchandise vending machine equipment, supplies and accessories, desires lines for exclusive distribution in 11 Western States.

Set up in every way to handle trade requirements for the duration. Financially in a position to handle on extremely reliable basis.

Interested in high grade lines only. All correspondence in strictest confidence. Reply to:

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Style and Speed!

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Moreover, we Americans, who are rather given to exaggeration, find a source of misunderstanding in the British habit of understatement, expressed in their usual superlatives of "not half-bad" or "but I suppose we shall muddle through"—especially if applied to American performance.

The latter phrase, from the lips of a British Foreign Minister, led the writer to expostulate, "Why not substitute for 'muddle through' your real belief that you will ultimately succeed, as usual, by exercising British genius for improvisation to meet the unexpected?"—hitherto a compensating fruit of British indisposition to prepare for the improbable.

VI

Regarding British and American foreign policies, the case of Manchuria is enlightening, and its brief review may ease widespread misunderstanding.

Many in the United States believe that present troubles in the Far East (and elsewhere) are due to British indifference to our proposal that she should join the United States in mobilizing eight Powers of the Nine Power Treaty, to prevent Japan (the ninth Power) from breaking the guaranteed status of the Far East by seizing Manchuria.

Britain's failure to welcome such support of her immense Oriental Interests has been generally ascribed by us to British torpidity or stupidity; but here is another story:

Some years ago, this writer presented that American view of the case to the able wife of a British cabinet minister, herself a former member of Parliament. To her comment, "There are two sides to the case", the writer replied, "Of course, and I have heard only one side, will you tell me the other?"

She then said, "After consideration by the Cabinet, our Foreign Secretary asked your Secretary of State whether the United States were prepared to use force, if Japan resisted the proposed representations; and received the reply that his government could not give such an undertaking."

When recently reviewing the above, a leading professor of government said, "But that was not all. The British government then inquired whether the United States were willing to join in economic pressure, if Japan remained obdurate; and received the tentative reply that such a course might be possible. But the then President rejected that means of giving some practical effect to what was otherwise a mere bluff."

The British government doubtless believed that Japan would have called the bluff—with further damage to white prestige in the Orient.

VII

This unfortunate, many think disastrous, difference was the natural result of the fact that British foreign policy was based on centuries of world leadership; whereas the foreign policy of the United States (with the brief Wilsonian interlude) has been based on Isolationism—until our hands were forced by Japan.

The reckless jettisoning, by such Isolationism, of the fruit of the First World War is doubtless responsible for this Second World War. For the United and Liberated Nations can only establish, as a result of this current world destruction, what might have been peacefully developed from the League of Nations of 1919—which America helped to impose on the world and then rejected.

This rejection was the vicious result of "playing politics", with the world (including ourselves) as the state. President Wilson had gained for the United States



—and for real **VICTORY**
against Cash Box **SABOTAGE**



Remember—There's
A CHICAGO LOCK for Every Protection Need

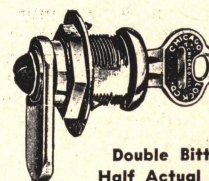
Locks . . . for new equipment and replacements . . . Ace Locks, Single Bitted, Double Bitted Locks . . . Padlocks, too . . . and ALL Insure—"UTMOST SECURITY"

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the foremost place in the world, and had inaugurated collective security for the future peace of the world. But his unfortunate mental arrogance lost him the battle (and his life); for it caused or enabled the Opposition to win with Isolationism.

Sumner Welles, former Under Secretary of State, declared May 31, 1943:

"The policy of Isolationism has failed utterly and miserably . . . had we been willing to play our part in keeping the peace of the world since the last World War, the cost to us in life and treasure would have been an infinitesimal part of the cost required of us today."

Moreover, having jettisoned the only fruit of the First World War and left the gate open to Aggressors, the same Isolationism prevented immediate cooperation of our great naval and maritime resources (then at the height of their efficiency before later

air and submarine developments), to check at its source the original 1939 German Aggression—while urgently achieving equivalent mastery of the air. But that is an old story—told by this writer to the Administration, the Congress, the Richmond Times-Dispatch, The New York Times and many others.

On balance, impartiality cannot claim that current troubles, whether East or West, are more largely due to British than to American deficiencies.

VIII

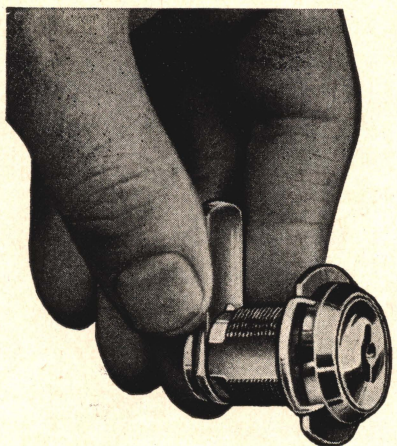
Few will dispute that, of foreign Great Powers, the traditions and characteristics of the British make them best able to administer democratic government. Yet, after centuries of dominance in Europe, the Mediterranean, the Near, Middle and Far East,

TURN PAGE

COIN
MACHINE
REVIEW

9

FOR
NOVEMBER
1943



He learned to be a Fighter ...working for YOU!

He's gone to war—this ILCO COIN MACHINE LOCK—but he learned to be a tough little fighter in the years he stood guard over your coin machine profits. He'll be even tougher and better when the war is over. Remember that!

INDEPENDENT LOCK COMPANY
FITCHBURG, MASSACHUSETTS

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8

and the Seven Seas, Great Britain drifted into the position of a besieged Island—miraculously defended through a lone and desperate year. "Never, in the history of mortal combat, had so many owed so much to so few!" And "so many" includes all peoples who want peaceful freedom.

What had so disastrously gone wrong? Had the swing, in the past half-century, to unrestricted suffrage developed sufficient irresponsible political power—notwithstanding British limitations on democracy—to steer her government toward such disaster? Here are two brief comments, by British Heads of State, that may shed some light on the problem:

In 1936, the Prime Minister publicly stated, "We knew we should have re-armed two years ago, but we should have lost the General Election." This is not quite as bad as it may seem, for both the Prime Minister and his audience doubtless felt that the Socialist Opposition, if returned to power, would complete disarmament.

A subsequent Prime Minister, whose umbrella was ridiculed in Germany, when chaffed by his colleagues for taking it to Munich, replied, "It was all I had to take!"

If such reckless unpreparedness, reflected in these challenging statements, is fairly traceable to modern unrestricted suffrage, it is largely because of the minority dictatorships—so-called "pressure groups"—which flourish within the State under that system; each pressing for advantage of the group or its leaders, with little thought of national and international welfare. For Examples:

(a) One of the chief national products of the First World War was a new Poland, which combined again the three portions into which an earlier Poland had been di-

vided by Germany, Austria and Russia—making a democratic Polish State, double the size of the new state of Czechoslovakia and almost as large as France. Unhappily, Poland soon became engaged in a new war with Russia, and was being reconquered when help was sought from Great Britain.

But the trade-unions controlling British transport immediately formed their so-called "Committee of Action", to prevent help for democratic Poland (for whose creation Britain, France, and the United States were responsible) against "communist" Russia; declaring that no British wheel should turn or British ship sail, if help were given Poland. Aided by General Weygand and his staff, Poland saved herself.

(b) In 1926, under the general slogan of "Socialism in Our Time", a complete fusion of trade-unions (represented in Parliament by the so-called Labor Party) launched the General Strike—a thrust at the very heart of the British Empire.

But Great Britain is at her best with her back to the wall—the miracle of Dunkirk and its sequels being recent examples. After a brief period when the issue of the General Strike seemed doubtful, traditional respect for law and order prevailed; for, when the revolutionists became convinced that they were legally responsible for consequences, the attempted revolution collapsed.

IX

This seems the right time to observe that the man who puts "R" to *evolution* is a destroyer. Revolution is based on destruction; whereas a definition of evolution is "constructive progress." The loose talk of current "world revolution", and of a "new world" to succeed the "dead old world",

has been completely described as "philosophic cant." Whom would we trust to scrap the wisdom of the Ages, and erect on its ruins a New World? Surely not the discredited "statecraft" that has permitted the current world holocaust; but who else?

Every generation is heir to the prior Ages. It inherits all of the knowledge and all of the experience—much gained by painful trial and error—of all brains throughout all time in the recorded history of the world.

Each generation, in its turn, should add to that priceless heritage, and thus progressively accumulate proven benefits, far surpassing any revolutionary possibilities—without revolutionary destruction. To that end, Time is our essential partner; it works for us unceasingly, while we work and while we rest and while we sleep.

Revolution, on the contrary, means explosive dissipation of the accumulated fruits of all past time and effort—to test some abnormal illusions, with the nation and possibly the world in the test-tube.

In short, both evolution and revolution are leveling processes, but working in opposite directions: Evolution levels constructively upward, whereas revolution levels destructively downward.

Said Pope Pius XIII to Italian Workers, June 13, 1943:

"Salvation and justice are not to be found in revolution, but in an evolution through concord. Violence has ever achieved only destruction, not construction; the kindling of passions, not their pacification; the accumulation of hate and destruction, not the reconciliation of the contending parties. And it has reduced men and parties to the difficult task of building slowly, after sad experience, on the ruins of discord."

X

To resume: Apart from these dictatorial minorities, Britain—not to speak of the

MARBLES

GLASS—AGATE Assorted colors, 5/8 Size. Perfect round. Uniform in size, work 100% in Ball Gum Machines. The answer to operator's prayer in B. G. Shortage.**

Packed 20,000
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\$39.50

per case
F.O.B. Factory

1/2 Inch Marbles, 20,000 to Carton, only \$29.50

Sales limited to not over 5 cases to one customer at one time
Full Cash with order, NO C.O.D.

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"Slipon means Protection"

Hundreds of wide awake pin ball operators are depending on "Slipon" all-silver bumper repair sleeves, for their protection.

Save . . . effort, time, money and "save your games" with "Slipons."

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Active Amusement Machines Co.

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United States—has (or had) many misguided pacifists, who wishfully believe (or believed) that voting against preparation for war will preserve peace; also many more who hope (or hoped) that they themselves could keep or receive what would otherwise be spent on defense preparations.

Still more dangerous to national welfare and security are those voters who are unable or unwilling to support themselves. There is always the risk that those who think they have nothing to lose under existing conditions, will support any change, however revolutionary—unless “squared” by the party-in-power. Yet such voters may often decide a general election, and thus determine domestic and foreign policy—to the detriment of all, especially themselves.

On the other hand, the party-in-power, choosing what seems the lesser of two evils, may try to win such votes by unwise or improper unemployment compensation and otherwise. If such reprehensible efforts are made and fail, both evils together with an evil precedent are imposed on the nation.

To summarize:

Despite the outstanding merits of the British people, their appalling dive in half-a-century, from world-leadership to a desperate struggle for existence, suggests crying deficiencies in those who choose them as well as in those who are chosen to conduct national and international affairs. Indeed, Britain's past dominance (which she is retrieving with “blood, toil, tears and sweat”) is a fair measure of her present responsibility for the disastrous failure of the world's statecraft, and the resultant status of this war-torn world.

The conclusion seems inescapable that Britain should revise her present democratic practices, with especial view to the recreation of a quality of political control worthy of her outstanding administrative and executive organizations—born of the successful development of self-government in all portions of her empire.

(Continued in December)

Bond Drive in January

WASHINGTON, D. C.—There will be no more bond drives this year, but there may be another during January, says Secretary of the Treasury Morgenthau. He made this statement in revealing that the government has borrowed \$51,800,000,000 since January 1st.

Returns from the Third War Loan drive exceeded \$18,000,000,000 although the goal was \$15,000,000,000.

* * *

Mr. Smith—Why, I wouldn't cash a check for my own brother.

Mr. Jones—Well, you know your family better than I do.

What Insurance Should An Operator Carry

by

L. A. ZEIGLER

OPERATORS, like any other business organization, require Insurance Protection. And like any other business the question is “What Insurance shall I carry?”

The answer is simple. The building of an insurance program, just like a building, starts with the foundation coverage. The foundation coverage is the one which protects the most and in its absence permits largest possible loss exposure. That coverage is Liability Insurance, the principal sections of which, depending upon the individual operator's exposures, are:

- A—Location caused injuries.
- B—Shop caused injuries.
- C—Equipment caused injuries.
- D—Rolling stock caused injuries.

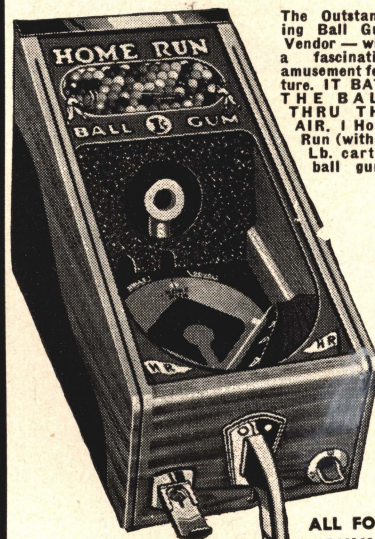
Next in importance, if one or more persons are employed, is Workmen's Compensation Insurance. Failure to carry for thirty days after employing one or more persons is a misdemeanor besides Civil liability.

Next in importance are several coverages of about equal importance, depending upon operators circumstances, obligations, and dependents. Personal Bodily Injury, Life, Fire, Earthquake, etc., on main premise and residence, Auto Direct Damage, Equipment Fire and/or Fire and Theft, Transportation, Bonds on Employees, etc.

No business, unless it has enormous resources, can afford to carry its own risk as one sizable loss can far exceed 20 or 30 years' premiums and what well balanced individual would assume the risk of an Insurance Company for 20 or 30 years for the few dollars annual premium at which he can transfer the load to the Insurance Company's shoulders.

The present tax situation has caused many former large self-insurers to buy Insurance, one of the largest of which is the United States Steel Corporation, who decided it was better to pay premiums than to carry their own risk. We know some of the operators have, and are, making some real money but are hardly in the financial class of the United States Steel Corporation. Therefore, it behooves the wise operator, to examine his Insurance holdings carefully and see that he is fully covered and protected on the various risks which might, in a split second, rob him of his business and savings.

HOME RUN



The Outstanding Ball Gum Vendor—with a fascinating amusement feature. IT BATS THE BALL THRU THE AIR. 1 Home Run (with 25 Lb. carton ball gum)

Size 11" x 21" x 15"

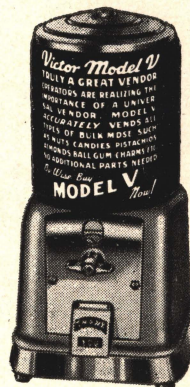
ALL FOR ONLY

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VICTOR'S FAMOUS MODEL V

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise — or 1000 to 1200 balls of gum. Standard Finish Model V only. \$8.50 Each.

(Porcelain Finish \$1.00 additional)



Victor's TOPPER



Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mdse. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify.

Standard Finish Topper only . . . \$7.95 Each. (Porcelain Finish \$1.00 additional.)

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TEXAS And the Great SOUTHWEST

Edited by TOM MURRAY

Texas Operators Unit To Form State-wide Association

DALLAS—Monday, October 25th, was a big day in these parts for on that date a representative collection of coin machine operators from all parts of the great state of Texas met in the Hotel Jefferson, listened to a report on the Washington hearing in behalf of the tax reducing program by Earl E. Reynolds, and formed the Texas Coin Machine Operators' Association.

Reynolds was instrumental in calling the meeting upon his return from Washington and to the group assembled he presented his report on the Washington appearance before the House Ways and Means Committee. Earl reported that the Committee gave the men representing this Industry a very patient and attentive hearing. It was perfectly obvious throughout the entire proceedings that the members of the Committee were in a fog concerning the various types of equipment and the various operating categories.

Reynolds' talk impressed local coinmen and as a result the Texas Coin Machine Operators' Association had its birth. Earl

Reynolds was elected president by acclamation and a committee consisting of Arthur Hughes, George Prock, Collis Irby, Morrie Gottlieb and A. R. Williams were given the assignment of suggesting other officers for election at the next meeting.

THE REVIEW pledges its help in promoting the best interests of the Texas Coin Machine Operators' Association.

Mays Back From Chi.

SAN ANTONIO—Mr. and Mrs. Sam May attended the celebration awarding the Army-Navy "E" to the Lion Manufacturing Corp. and its subsidiary, the Bally Manufacturing Co., and returned hurriedly to San Antonio on the 3rd.

The Mays cut short their trip to get back to their pride and joy, Dolly, Jr., a four year old bundle of loveliness now attending Childhood School here.

Porter—"May I brush you off, sir?"
Passenger—"No, I'll leave the usual way."

Welcome Tom!

THE REVIEW is happy to welcome Tom Murray to our Editorial Family with this issue. Tom needs no introduction. He founded the second oldest paper in this Industry and until recently served as its editor except for a brief stint as Coin Machine Editor on Billboard.

We are happy to have Tom edit this new department for no other individual in the Great Southwest is as capable of reporting the Coin Machine Picture in that area as Tom.

If you have news matter, subscriptions, or advertising copy, Tom will be happy to serve you. His address is: Tom Murray, Ledger Building, Fort Worth, Texas.

FORT WORTH

FORT WORTH—A number of Ft. Worth operators have been called up for their physical and it looks like a number of them will soon be working for Uncle Sam's army. Among those who will soon be taking their physical are Lee Moore, Bob Cowan, Bob Martin, Harry Hoosre and Mr. Sinter.

Ft. Worth now has two wide-awake Penny Arcades and both are doing a nice business with most of the equipment on pennies. Some machines have double penny slots but very few pieces are on nickels. Mrs. Leslie Frankrich, assistant manager of the Arcade located on Houston street, reports that their business is fine and that their main problem is getting able mechanics to keep equipment going. The place remains open until 11 p. m. each evening. Ernest Walker now has his Arcade going in a big way on Main street and says that business is swell. Walker is one of the pioneer coinmen of this area and has created a very attractive coin operated amusement center in his Arcade.

Last month operator Lee Moore moved into his attractive new home in the Oakhurst section. Lee's place is one of the finest in the section with large swimming pool, game rooms and playgrounds.

Ft. Worth operators are being greeted, upon their visits to the offices of the Walbox Sales Company, Dallas, by two outstanding friends of the coin machine world, Mr. and Mrs. Earl Reynolds, who are now managing the offices of the Walbox Sales Company. The well known and genial Collis Irby, is owner of the Dallas firm who are distributors of wall box music installation and coin-operated devices.

Jack Maloney, head of the Panther Novelty Co., has turned to a Gentleman Farmer. Jack has purchased a 165 acre farm and is stocking it with fine hogs, cattle and poultry and planting a large orchard and setting out several hundred pecan trees. The operating business of the Panther Novelty Co. continues successfully under able managers of each division. Jack keeps his Sunday radio record broadcast going with Jack Gordon, noted local newspaper columnist, doing the broadcast. Latest platter hits are offered on the program with plugs for all coin operated phonographs. The public is urged to hear the late numbers on their favorite automatic phonograph. Maloney is a strong believer in advertising and never passes up a good advertising bet.

Leslie Frankrich, states that he has sold an interest in his operating business and is now looking forward to establishing an extensive distributing business as soon as the war ends. Leslie predicts that the distributing business will be a good bet as

COIN
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REVIEW

12
FOR
NOVEMBER
1943

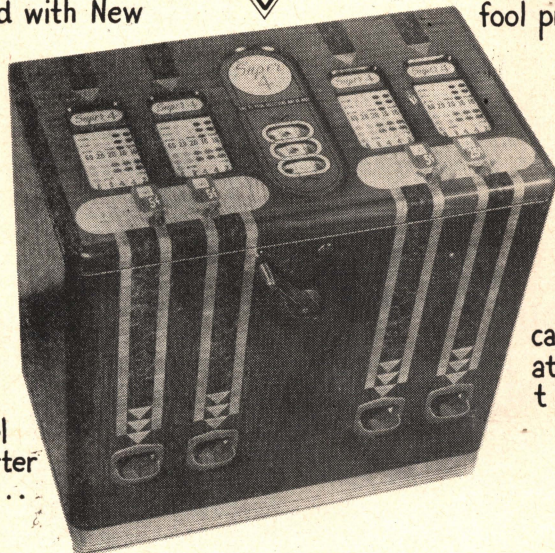
*Necessity is the Mother of Invention.
As a result we offer,*

We have converted Mills Bell Mechanism into our Four Unit Automatic Cash Payout, each machine is equipped with New

**SUPER
4**

Pre-war Cabinet and slug ejector with our new simple Unit makes

**SUPER 4
fool proof.**



SUPER 4
can be
had in
4 nickel
or 3 nickel
and 1 quarter
play

4
can play
at one
time.

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soon as manufacturers can start production on machines again.

Parking meters continue to produce an interesting revenue for this city. Two collectors and two servicemen are now employed to service the hundreds of meters now in use. Parking meters pay two ways, nickels inserted into their coin chutes and fines for overparking. Some are of the opinion that the take from fines runs almost as high as the cash take from the meter coin tubes. However both the merchants and the public seem to favor the meters.

Many Ft. Worth operators have their eye on the merchandise vending business following the war. They contend that with so many beverage venders being operated in the large number of USO and Canteen centers that America will certainly be "coin operated merchandise minded" after the war. It is predicted that there will be a huge clamour for all types of merchandise venders from the salted peanut vender to every type of candy bar and beverage dispenser.

Tom Murray

HOUSTON

HOUSTON—Harvey Gani, former office manager of Houston Decca branch, was killed in an airplane crash in Florida late in September. Gani, together with Branch manager J. H. Hart and salesman Eugene

Ward, joined the Navy in September, 1942.

Chuck Morgan has been manager of Crumpacker Distributing Corporation Record department since early fall.

R. & A. Distributing Co. and Stelle & Horton, two major firms occupying the same building for the duration, have a

really worthwhile mailing list. It has to do with smokes for their former employees now in the armed forces.

A sailor on a cruiser that had been in more than two hot spots already told the writer this one: He and his enlisted shipmates got themselves a phonograph. Then sent in an order for popular numbers. The order was filled but not one single record of the type requested was included. Instead, classical stuff at 75c to \$1.50 per record. The sailors enjoyed sailing the platters overboard.

"What we wanted was records like those on juke boxes back home," concluded the sailor. This writer shall collect about half a hundred for the lads, even if it means "mooching" each operator for a number that still has some plays on it.

James H. Hart, who resigned as Houston Decca branch manager and enlisted in the Navy about September 15, 1942, was recently commissioned Ensign.

A group of prominent operators including Bill Peacock, Henry Cruse, Ernest Gates, Sam Ayo, Fred McClure, and several others were discussing post war plans and possibilities. Some sort of an operators association was strongly favored. Plans are also under way to resume the social get together meetings that were discontinued several months ago when food and beer became so scarce.

Houston Decca branch has been under managership of K. R. Wright for several months. Former manager Chas. H. Wentworth is in the Army.

The theory that automatic phonographs could not operate profitably without beer has been exploded here. Many locations, particularly better class restaurants, quit selling beer altogether when it became evident that the shortage would continue through the war. Cash receipts from phonographs in those places not only held up, but in many cases actually increased substantially.

Lambert Brothers became one of the major owner-operators of penny arcades in the Southwest when they purchased the holdings of R. E. Haney. The deal was closed more than three months ago. At the time they were purchased most of the Haney owned machines were located at Playland Park, Houston.

John G. Wright

A good woman inspires a man, a brilliant woman interests him, beautiful ones fascinate him—but the sympathetic woman gets him!

WANTED

Used Seeburg Phonographs and Wallomatic Boxes—Any Model
State Price and Condition

FOR SALE

Scales, Kirk Horoscope,
Good condition, each.....\$127.50
Seeburg Wallomatics, 1939.. 10.50
Seeburg Amplifiers for 12
Record, with Tubes..... 20.00
Seeburg Speakers for 12
Record 7.50

Speakers, New 2 Wire P.M.
12 inch Jensen.....\$ 7.45

Seeburg Remote Control Speak
Organs, good condition.. 27.50

Mills Amplifiers for Throne
with Tubes..... 25.00

412 WURLITZER PARTS FOR MECHANISM, AMPLIFIERS, MOTORS, PICKUP
HEADS, ETC. WRITE FOR PRICES

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Going Strong BRAZIL

CONVERTED FROM
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With Return Ball feature that
creates last ball suspense to
the Nth degree.

Location reports indicate
that BRAZIL is out-earning
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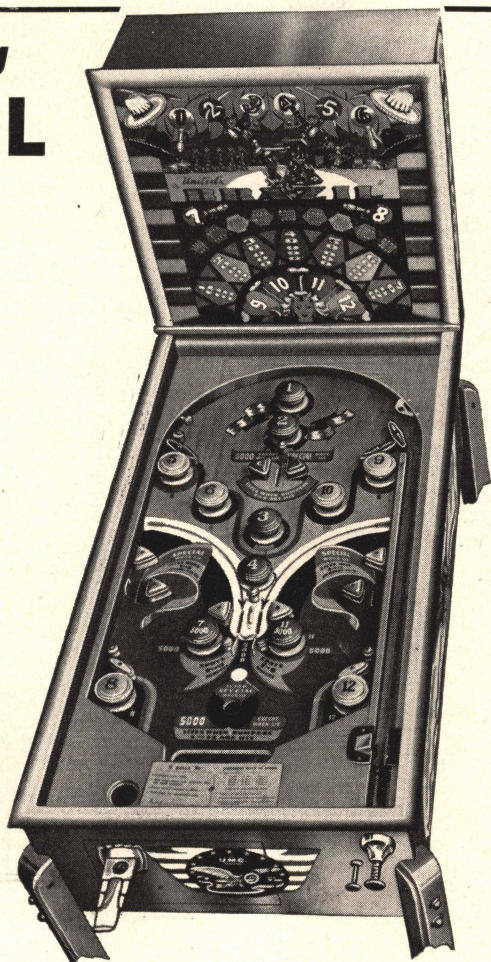
★ MIDWAY
from (ZOMBIE)

★ ARIZONA
from (SUN BEAM)

★ GRAND
CANYON
from (DOUBLE PLAY)

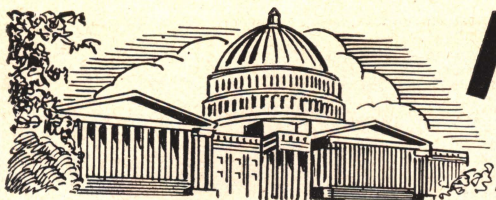
★ SANTA FE
(from WEST WIND)

IF YOU HAVE ANY OF THE
ABOVE GAMES WHICH YOU
DO NOT WANT CONVERTED,
QUOTE US YOUR PRICES.

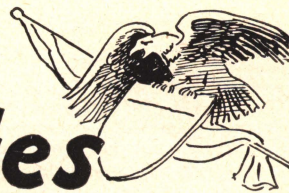


See Your Distributor Now or Write Direct

United MANUFACTURING COMPANY
6123 N. WESTERN AVENUE CHICAGO



National News Notes



DETROIT—Edward Carlson, Carlson Music Co.; Victor De Schryver, Marquette Music Co.; and G. M. Patton, Pat's Music Co., are new members of the Board of Directors of the United Music Operators of Michigan. Election was held on October 26th and the new men replace three who have resigned because of demands of other interests.

NEW YORK—Radio Corporation of America reported November 4th net profits of \$2,516,231 for the September quarter, equal to 12 cents a share on common stock against 8 cents a common share in the like 1942 quarter. Net profits for the nine months ended September 30, last, totaled \$7,435,025, equal to 36 cents a common share, as compared with 33 cents a share for the first nine months of last year.

CHICAGO—Harold Perkins, affable Buckley salesman, is going to take it easier this winter and has resigned from the work end of a snow shovel. Perkins has sold his home in Evanston and will "winter it out" at his new Northside apartment.

BALTIMORE—Roy McGinnis, active in the coin machine field locally and operator of several Arcades in Virginia, has opened a new Arcade at Quantico, Va., home of the Marines. Rufus DeVane is manager of the spot.

CHICAGO—William F. Crouch, executive producer for Soundies, announces that Soundies Distributing Corporation of America, Inc., has reached an agreement with the American Federation of Musicians and has already started shooting on a new series of 30 subjects.

WASHINGTON—The War Production Board has ruled that salesboard manufacturers will be permitted to do 65 per cent of their 1942 business this year. This applies only to manufacturers who were in business during 1942, for no new paper stocks will be allotted to manufacturers not in business during 1942.

WASHINGTON—Coin machine tax collections for September totaled \$986,550 according to figures from the Bureau of Internal Revenue. This is a sharp dip from the peak months of July and August when \$7,421,961 and \$5,357,243 were collected. Collections for the first nine months are far ahead of 1942. September collections doubled those of September, 1942, when \$468,078 was rung up.

CHICAGO—Coin machine prominents from various parts of the nation in the coin machine capital during the first two weeks of the month included: Howard Peo of Valley Specialty Co., Rochester, N. Y.; B. D. and J. D. Lazar, Pittsburgh; George

Prock, Dallas; M. H. Wolf, California Amusement Co., San Diego; and Al Mal-lott, Rockford, Ill.

DETROIT—Sam Lucas, former manager of Michigan Panoram Co. and representative for Associated Producers Distributing Co., Hollywood, was killed instantly on October 16th in an automobile accident at a grade crossing.

PORTLAND, Ore.—The members of the coin machine industry locally committed themselves nobly during the Third War Bond drive. "Frenchy" Cusson, of the campaign committee for this industry, reports many of the operators purchased four and five hundred dollars in bonds each week and the \$4,400,000 goal was an easy mark.

NEW YORK—Four hundred guests representing all branches of the coin-operated music industry, enjoyed the Sixth Annual Entertainment Dinner and Dance sponsored by the Automatic Music Operators' Association at the Waldorf-Astoria October 23. Nat Brusiloff and his orchestra provided music for dancing and the floor show which featured Dell O'Dell, Day, Dawn and Dusk; Mollie Picon; Ken Whittmer; Herman Hyde and Lewis and Ames. Guest stars included Tommy Tucker, Ink Spots, Tommy Dorsey, Amy Arnell, Gene Krupa and Benny Goodman.

CHICAGO—John Watling, head of the Watling Manufacturing Co., and Florence Kaiser, were united in marriage on Monday evening, October 25th. Jack Nelson, Rock-Ola Vice President, acted as best man. Following the ceremony a banquet and reception was held at the Hotel Blackstone.

BALTIMORE—Sidney Schindler has been named manager of the Free State Distributing Co. by Lou Hinden, owner. Sidney has had several years experience in the music business and recently came here from Camden, N. J.

CHICAGO—A unique court case came up here recently when the operator of a beauty parlor brought suit against a hotel claiming that the marble game in the lobby made so much noise it disturbed her patrons.

DETROIT—The music route of the L & W Music Co., operated by Saborris Walton, has been purchased by the Brilliant Music Co. Route is one of the oldest in the city and most of the machines are in colored spots. Brilliant is bringing the equipment up to date for resale to operators.

Meters Set Mark

PORTLAND, Ore.—Portland recently collected its twenty millionth nickel from the city's parking meters. It brought the total collection for five years up to \$1,000,000.

Since gas rationing the "take" has shown an increase indicative that motorists conserve their gasoline by parking as close to their destination and not waste fuel looking for free space on the side streets.

* * *

"I want a gift for a wealthy old aunt who is weak and can hardly walk."
"How about some floor wax?"

COIN
MACHINE
REVIEW

14

FOR
NOVEMBER
1943

"We didn't think anything could out-earn our table, but your 'ALL AMERICAN DERBY' with the 'HOLD OVER MULTIPLE FEATURE' is the greatest money-maker we ever operated."—"C. J."

You, too, will be saying

"ALL AMERICAN DERBY"

is the greatest one ball, multiple pay-out you ever operated. Its fast action, thrilling suspense, coupled with an **EXTRA CONSOLATION PURSE AWARD** and the **SENSATIONAL "HOLD OVER MULTIPLE" feature**, makes **"ALL AMERICAN DERBY" THE GAME OF TOMORROW, NOW!**

"ALL AMERICAN DERBY" is rebuilt, refurbished, remade from a famous Bally one ball multiple into today's most beautiful and greatest money-maker. Put **"ALL AMERICAN DERBY"** in competition with anything on the market. Nothing can beat its tremendous money-getting power!

Production is limited. Cash in quick by writing, wiring or phoning today!

ILLINOIS NOVELTY COMPANY

4335 Armitage Avenue

Chicago 39, Ill.

Albany 0945

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LOS ANGELES
SEE
BILL HAPPEL

BADGER'S BARGAINS

MILWAUKEE
SEE
CARL HAPPEL

"NEW ROCK-OLA COMMANDOS"

NEW MACHINES IN FACTORY-SEALED CASES

SPECIAL

MILLS PANORAM
SOUNDIES. Com-
pletely reconditioned
and refinished, per-
fect condition. Large
stock of snappy
Sound Films in stock.

\$350⁰⁰

SPECIAL

PANORAM CON-
VERTED TO PEEK
Shows. Rebuilt and re-
finished. Good spice
and oomph films in
stock for sale or
rental.

\$395⁰⁰

GUARANTEED RECONDITIONED CONSOLES

Keeney Super Bells (Comb.).....	\$244.50	Baker Pacers (Late Daily Doubles).....	\$295.00
Evans Lucky Lucre (Late '41 Model), 5-25c.....	395.00	Pace's Racer, 25c (Late Brown Model).....	395.00
Evans Domino (Late '41 J.P. Model).....	395.00	Bally Club Bells (Late Serials).....	225.00
Evans Lucky Star (Late '41 Model).....	189.50	Bally Roll 'Em (Refinished Like New).....	189.50
Evans Lucky Lucre, 5-5c.....	249.50	Bally Sun Ray (Free Play Model).....	149.50
Pace '41 Saratoga (Comb.), F.P., P.O.....	159.50	Bally Hi-Hand (Refinished), F.P. & P.O.....	129.50
Pace Reels Jr. (Late '41 Models), P.O.....	149.50	Mills Jumbos, Late Comb., F.P. & P.O.....	189.50
Pace Saratoga Jr. (Late '41 Models), P.O.....	129.50	Mills Jumbos, Late (Like New), P.O.....	159.50
Pace Saratoga Sr. (Skill Field '41), P.O.....	129.50	Mills Jumbos, Late (Free Play).....	124.50
New Mills Four Bell Cabinets.....	39.50	Mills Jumbos, Free Play (Refinished).....	89.50

GUARANTEED RECONDITIONED ARCADE EQUIPMENT

Supreme Shoot Your Way to Tokyo.....	\$330.00	Genco Playball (Late Lite-Up).....	\$189.50
Chicago Coin Hockey.....	225.00	Keeney's Submarine.....	225.00
Seeburg Shoot the Chutes, New, Modernized Rock-o-Lite.....	179.50	Seeburg Chicken Sams, Modernized New Axis Rats, New Rock-o-Lite.....	179.50
Exhibit K.O. Pull-Up Puncher.....	169.50	Exhibit Rotary Merchandisers.....	179.50
Mutoscope Grip-o-Graph.....	189.50	Kirk's Blow Ball (Modernized Jap).....	89.50
Exhibit Punching Bag Trainer.....	249.50	Peo Basket Ball (Floor Model).....	89.50
Exhibit Chinning Rings.....	195.00	Keeney Anti-Aircraft, Modernized in Red, White, Blue.....	79.50
Groetchen Mountain Climber.....	149.50	Exhibit Foot Ease Vitalizer.....	79.50
Caille Push or Hug.....	89.50	Exhibit Magic Eye (Modernized).....	89.50
Caille Push or Grip.....	89.50	Jennings Barrel Roll.....	169.50
Western DeLuxe Baseball, All Modern- ized New Rock-o-Lite.....	129.50	Exhibit Cock-Eyed Circus (Each).....	59.50
Exhibit Striking Clock.....	89.50	Exhibit Love Nest (Each).....	59.50
Bally Basket (Refinished).....	89.50	Exhibit's All Late Model, Like New Love Meters, Wheels of Love, Wise Owls, (Each).....	49.50
Love Teller (Floor Model), Refinished.....	149.50	Exhibit Tiger Pull.....	89.50
Uncle Sam Grip.....	89.50	Electric Chair (Refinished).....	129.50
Groetchen Pikes Peak.....	19.50	Gottlieb 3-Way Gripper.....	19.50
Mills Flip Skill.....	49.50	Exhibit Late Model Card Venders.....	29.50
Casino Golf.....	49.50	Groetchen Zooms.....	24.50
Kicker and Catcher.....	19.50	Dial Lifter.....	59.50
Keeney Texas Leaguer.....	39.50	Dial Lifter and Grip.....	79.50
Bally Bull's Eye.....	95.00	Evans Tommygun.....	179.50
Exhibit Hi-Ball.....	79.50	Evans Newsstands.....	25.00
Radio Rifle.....	79.50		

WANTED — USED MACHINES — HIGHEST CASH PRICE PAID

ROCK-OLA Commando, new or used. WURLITZER 800, 700, 500, 600, 616. SEEBURG Colonel, Major, Envoy, Classic, Vogue, Regal, Gem. ARCADE MACHINES: Sky Fighter, Night Bomber, Super Bomber, Ace Bomber, Rapid Fire, Air Raider, Sky Battle, Chicken Sams, Torpedo. Consoles, Slots, Wall Boxes, all makes; Mills Panorams.

Send list of Machines you have to sell and let us quote prices we will pay for your machines. Send List to either office by air mail.

All Machines Reconditioned, Ready to Operate. One-Third Cash with Order, Balance C.O.D.

All Prices F.O.B. Los Angeles.

BADGER SALES CO.

1612 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

Write Milwaukee for Special Price Quotations.

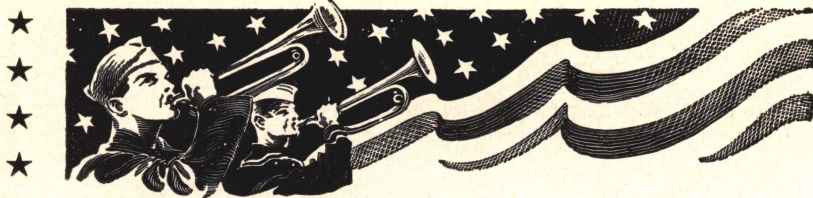
BADGER NOVELTY CO.

2546 NORTH 30TH STREET
MILWAUKEE 10, WISCONSIN

COIN
MACHINE
REVIEW

15

FOR
NOVEMBER
1943



From Our Boys In Uniform

*Karnofsky, former Seattle Reporter, reports from
"Somewhere in Alaska" After Year's Silence*

Dear Mr. Blackford:

If that old axiom about the middleman getting the profits is correct in a practical sense, then the center-handler in this transaction—the ubiquitous censor—is doomed to disappointment, because the fruits of his labor will be a mere jag of words, and not so prettily put together either.

As you no doubt are aware, I can't tell you precisely my present location. However, the permissible "Somewhere in Alaska" covers a multitude of places, many of which are being complimented by inclusion in that phrase.

First and foremost, convey sincere greetings to all Coindom, especially to those Pacific Northwesterners. Seattle's Coin Row has a capable representative in the Alaska Communications System: Private Ron Repple of Northwest Sales. At last reports, Ron was batting a 1,000 average for Uncle Sam in the Evergreen City. You probably are asking: What is the coin machine situation at your present station? The answer is very simple: I have yet to see my first piece of equipment. I don't have to tell you that this is an isolated outpost, because any place of this size and status that has no coin-op-

erated equipment is certainly isolated.

I can't discuss my work on account of the middleman and specific weather references run smack against that same gentleman's grain. My present duty is on the graveyard shift; needless to say, I am plenty busy. Outside duty hours, I spend my time battling through censorable weather and mud soggy and deep enough to provide every child in the United States with a lifetime of mud pies. And wind? The most hellish tornadoes in the U.S.A. are gentle waftings compared to the howling cycloanics (a word of my own invention; Mr. Webster, please take note) in this locality.

Present living quarters are winterized tents which we hope will still remain after Dame Nature gets her sails up. Quonset huts will soon be available for all, but there is something cozy and family-like about three or four in a tent compared to 10 or 12 in a hut—at least while the tent still retains the vestige of a roof.

The item most fellows miss most is women—but a chap could live in the good old U. S. A. and still miss them, except that here you miss them entirely and do not even get the satisfaction of a near-hit.

The film "White Cargo" showed at the local theatre (which does double duty as mess hall), and when Hedy Lamarr started shaking her torso, there were more gasps than have emanated from the wounded in any single battle to date.

This rough and rugged life may turn me into a sourdough, but never a sourpuss. I gotta do justice to that serviceman's star in *THE REVIEW*, don't I?

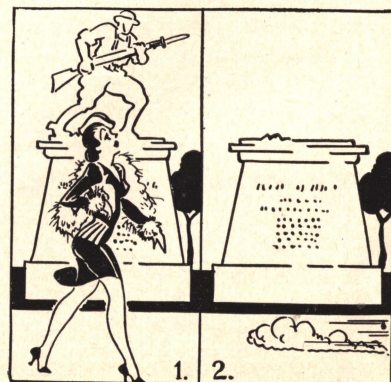
The food is fair: sometimes good, other times not so good; but when you're hungry and there are a slough of other soldiers ready to wolf away the chow, the utensils and the cooks at one sitting, it just isn't practicable to halt proceedings and make any special requests. Every situation has its compensation: there are no fancy menus to figure out, no mental debates over what to order. Uncle Sam has thought of everything—or almost everything.

I miss *THE REVIEW*—especially those morale-lifting front covers. How's about sending a copy along? I will probably have to fight to keep the cover on the magazine, but fighting is a part of this game and the experience may be salutary.

When we molder dose bums and the Wings of Peace once again hover over civilization, I'll be looking for the coin machine business to leap into record-breaking preeminence. Also, I'll be looking for a job. When you expand your staff to meet the urgent demands of a more coin machine-conscious populace, do you suppose you'll have an opening for a live-wire associate editor?

(H-m-m-m! This is very peculiar; I

(See *OUR BOYS*, Page 18)



COIN
MACHINE
REVIEW

16

FOR
NOVEMBER
1943

Now Converting

*Blue Grass, Dark Horse,
Sport Special, Sport Event*
Into

SPORTSMAN

TRIED! TESTED! PROVEN!
*Similar in Player appeal to
Longacre and Thoroughbred*
Here is the Service we give:

1. We create and design a new play board for your games—colorful, original, spectacular.
2. We replace the old 17x23 inch back-board and glass with a new back-board cabinet and glass, size 23x23.
3. All mechanical parts are thoroughly checked—adding parts where necessary for mechanical perfection.
4. Cabinets are redesigned in their entirety—new, smart, colorful.
5. New moldings—new legs—to make of the finished product a game of real beauty.

Also Converting
WAR ADMIRAL
*(Similar in player
appeal to Jockey Club)*

From
**GRAND STAND,
GRAND NATIONAL,
PACEMAKER.**

Operators may obtain price quotations from their distributors or by writing us direct.



BELL PRODUCTS CO.

2000 N. OAKLEY

CHICAGO, ILL.

Mention of *THE COIN MACHINE REVIEW* is your best introduction to our advertisers

The most thorough and complete "CHICKEN SAM" Change-over to "JAP" Ray Guns in the U.S.A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

\$179.50 $\frac{1}{3}$ Deposit, Balance C. O. D. \$179.50

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet-makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray-Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested and cabinets finished in solid Blue lacquer with Black trim. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C.O.D. charges, or \$60.00 with your order—balance of \$119.50 C.O.D.

ATTENTION

Seeburg Chicken Sam, Shoot the Jap and Shoot the Chutes Operators.

The following information will enable you to keep your equipment in operation and avoid loss of income due to the extreme shortage of 2A4G Tubes.

We can furnish No. 2051 Tubes individually boxed standard brands, any quantity, \$2.60 Ea.

TUBE SUBSTITUTION

Replacing 2A4G With 2051 Tube

Remove $2\frac{1}{2}$ volt filament leads No. 2 & 7. Connect No. 6 & 7 to ground. No. 8 to center tap of 3000 ohm resistor. No. 2 to positive side of 6 volt leads. Side of $2\frac{1}{2}$ volt lead connected to 125 volt winding to high voltage lead on filament of 80 tube.

LAMPS, 50¢; BOX OF TEN

Just received 10,000 Radio Panel Lamps suitable for Pin Games and many other purposes. Matchless Brand: No. 47, No. 46, No. 55—10 in a box, 50c per box of 10.

IMPORTANT IT IS VERY NECESSARY THAT ALL ORDERS BE ACCOMPANIED WITH CONSUMERS OR SUPPLIERS CERTIFICATE ORDER L-265 ISSUED BY W.L.B.

SIGN THIS 

CONSUMER'S CERTIFICATE

I hereby certify that the part(s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate.

Signature

Date

**SEND
WITH ORDER**

If you find it necessary to REPLACE any TUBES in your coin-operated Machines, Phonographs, Ray-Guns, etc., we have on hand more than 50 numbers of hard-to-find TUBES at the following list prices only:

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
OZ4	\$1.65	5W4G	\$1.05	6B8G	\$1.35	6J7G	\$1.15	6SJ7GT	\$1.15	7F7	\$1.65	30	\$1.05
1B5/25S		5Y3G	.75	6C5G	1.05	6K7G	1.15	6SK7	1.05	12SK7GT		31	1.05
	1.35	5Y4G	.80	6C6	1.05	6K8GT	1.35	6SQ7G7			1.10	32	1.35
1H4G	1.05	5Z3	1.15	6D6	1.00	6L6G	2.00		1.15	12SQ7GT		35Z5GT	.85
1H5G	1.35	6A4	1.65	6F5G	1.15	6L7	1.65	6SR7	1.05		1.10	37	.90
2A3	2.00	6A6	1.65	6F6G	.95	6N7GT	1.65	6V6G	1.35	37	.90	38	1.15
1Q5GT	1.65	6A7	1.00	6F8G	1.35	6Q7	1.35	6V6GT	1.15	25L6GT	1.15	41	.90
2051	2.60	6A8	1.35	6H6GT	1.15	6Q7G	.90	6X5GT	1.05	25Z5	1.10	42	.90
5U4G	1.05	6B5	2.00	6J5	.95	6R7G	1.15	6Z4/84	1.10	26	.75	43	1.10
5V4G	1.65	6B8	2.00	6J7	1.35	6SC7	1.35	7B5	1.35	27	.70	45	.85
						6SF5GT	1.00	7B6	1.35	47	1.15	83	1.35

Every Order Subject to Prior Sale

CHICAGO NOVELTY COMPANY, Inc.

1348 Newport Avenue

Chicago, Illinois

COIN
MACHINE
REVIEW

17
FOR
NOVEMBER
1943

OUR BOYS

(Continued from Page 16)

started out this letter in a good-will vein and end up job-hunting.)

At any rate—job or no job—may I take this opportunity to extend my warmest personal regards. Please let me hear from you—as editor to erstwhile contributor, as employer to employee, or as publisher to prospective staff member. Write it any way you like—but please write. I'm anxious to hear what's doing in the business.

Long live Democracy and THE REVIEW.

Yours for a quick victory,

Louis Karnofsky

Dear Mr. Blackford:

This is my sixth week in this camp and they've been extremely active weeks. This is an entirely different army than I knew in my other stations. Activity is streamlined and accelerated. In six weeks I finished one semester of the course which, in a civilian school, would have taken six months. Normally my mark of 95 would be terrific. Here it's accepted as satisfactory.

My tent leader is in the final stages of his training and is preparing for a boat ride to Shangri-la or Berlin. He is a fine example of the capability of our fellows for he had no knowledge of the work in which he is now an Expert prior to coming into the service.

This past week our organization held a special parade to honor a former camp mate who had been awarded the distinguished service medal by President Roosevelt. The soldier had been a Cpl. at the time of earning the award, but prior to the presentation made by a general, he had received a commission.

Next time you see a soldier with shining brass and buttons, give a thought to all the arduous work and long hours he spent in cleaning them. I know by personal experience how hard it is to satisfactorily clean the metal buttons. In fact in the process of learning exactly how to perfectly polish them I spent so much time in the kitchen on extra K.P. that I have house-

maid's knee, dish-pan hands, the tired feeling that comes from leaning over the kitchen sink too much and that appearance which means one needs a rest. That was

the result of being "gigged" at two successive inspections.

This country's weather is wonderful. Continual spells of what we laughingly call "California dew." This "dew" darn near floated our tent away last night. The powerful wind almost blew our tent away after we had securely anchored it against being turned into a ship. Really fine training for all-weather action.

November 19th marks my first anniversary as a soldier. Never has a year passed so rapidly and it's been most interesting too. But I still look forward to becoming a record sales promoter, a civilian and everything that it means. Army life is swell, important and the like, but there's nothing like being home with family and friends and I can't get there too quickly to suit me.

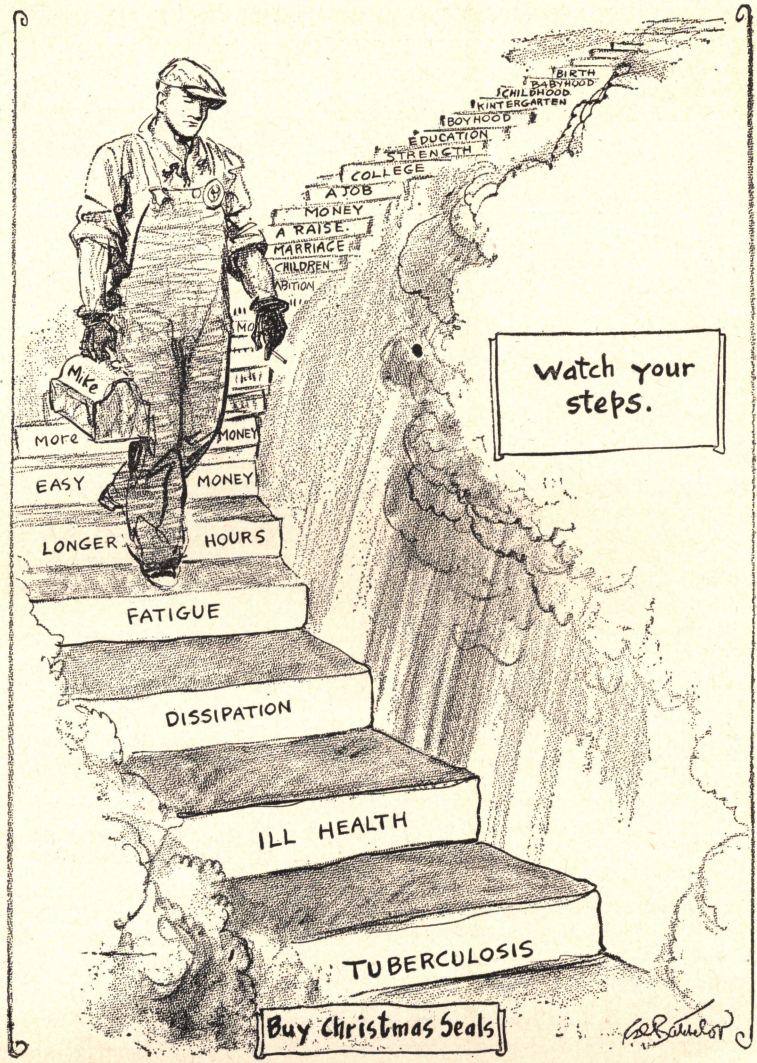
All of which is why I and all servicemen "burn up" when we read about strikes and the difficulty of meeting bond sale drive needs. We make no complaints about the arduousness of army life and the heartaches of being absent from home, despite "gripes" and "G.I." moans. But we do feel angry at the lack of support which too often seems apparent from the civilian side. But I'm sure we'll all finally get together and finish this job. It can't be too soon.

Private Harry Bortnick

* * *

Easterner: "There's something that just gets under one's skin about this desert country."

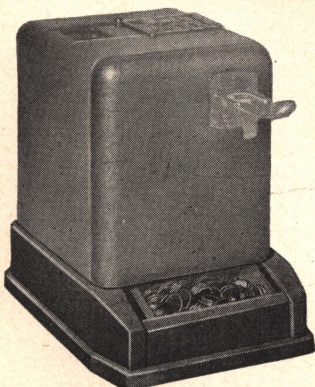
Westerner: "Uh, huh; cactus needles."



COIN
MACHINE
REVIEW

18
FOR
NOVEMBER
1943

NOW! A JACKPOT FOR YOUR VEST POCKET BELL



Something New Must Be Added To Help You Pay That \$100.00 Tax on a Vest Pocket. And THIS JACKPOT Attachment Will Double . . . Triple . . . Quadruple Your Vest Pocket Receipts.

- Simple
- Positive
- Foolproof
- Mechanically Perfect
- Finish, Blue and Gold
- Dumps Automatically
- Heavy Shatterproof Glass
- Hand Loaded
- Extra Heavy Cabinet
- Registers All Jackpots Paid

Can be attached to any Vest Pocket Bell in 20 minutes. Will pay for itself the first month.

SAMPLE
\$1950

Certified deposit with order. Balance C.O.D. Veeeder Counter \$2.50 extra.

Valley Specialty Co., Inc.

Builders of Winners for Operators
for 18 Years

1061 JOSEPH AVENUE ROCHESTER 5, N. Y.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

CIGARETTES

WFA Denies Shortage

WASHINGTON—The War Food Administration has denied widespread rumors that a shortage of cigarettes exists and that the shortage will become more acute in the months ahead.

According to WFA officials the impression seems to be that a much greater than normal production of the flue-cured tobacco of the 1943 crop has been diverted to foreign trade and that a shortage of cigarettes is approaching. This was emphatically denied.

In denying the rumors WFA pointed out that "flue-cured tobacco stocks in the hands of both American manufacturers and dealers on July 1, 1943, were reported as 1,378,782,000 pounds, farm sales weight. Of these stocks manufacturers held at least 1,000,000,000 pounds for domestic purposes. Total consumption of flue-cured tobacco in 1942 was reported by American cigarette manufacturers to be 588,000,000 pounds.

"While the size of the 1943 flue-cured crop cannot yet be definitely known, it was estimated on October 1 at 766,978,000 pounds. Domestic manufacturers usings will exceed their purchases by possibly 125,000,000 pounds, but this deficit means merely that stocks of flue-cured leaf in manufacturers' hands on July 1, 1944, will be less than those of a year ago. A depletion of manufacturers' stocks in this amount, on account of the shorter 1943 flue-cured crop, is not at all a serious matter."

In its long-range planning schedule WFA has granted a 10 per cent increase in suggested acreage allotments for cigarette tobacco in 1944.

Despite this encouraging news manufacturers continue to follow a selfmade rationing policy with Camels reducing shipments to wholesalers by some 30 per cent and Philip Morris by 10 per cent. Other majors are standing pat, awaiting developments.

* * *

BUY MORE WAR BONDS TODAY!

WANTED CIGARETTE MACHINE ROUTES

We are interested in the purchase of Cigarette Machine Routes of any size. Send us your listing of equipment, geographical area in which operation is established, total monthly sales and best cash price in first letter. All matters kept STRICTLY CONFIDENTIAL!

R. A. PARINA & CO.
156 9th Street
San Francisco 3, Calif.

Plenty Cigs?—Nuts!

NEW YORK—"No matter what the Government says about there not being a cigarette shortage, there is one, at least in this neck of the woods," writes Frank Sullivan in *PM*. "There may be no famine in Washington, but unofficial rationing of cigarettes is in full swing in our region, which will probably be great news for Gene Tunney, the well-known hater of coffin nails.

"No sales by the carton any more on most of the popular brands; a maximum of two packs to a customer at a sale. One brand has been totally absent from the cigarette machines for a month."

Cigs. on Quota Basis

NEW YORK—The *Wall Street Journal* reported on October 21st that informal but effective rationing of cigarettes on a nationwide basis is taking place as makers of the five most popular brands have been forced to place sales on a quota basis.

In the case of three of the brands—Lucky Strike, Old Golds and Chesterfields—the companies were said merely to be reserving the right "to reduce excessive orders," while the makers of Camels were reported to be allotting purchases on the basis of 70 per cent of previous sales, and Philip Morris holding sales to 90 per cent of August shipments.

Post-War Plans Hinted

LOS ANGELES—A display classified appeared in several key city newspapers on October 24th bearing the signature of the Lion Manufacturing Corp., of which Bally Manufacturing Co. is a subsidiary.

The copy sought inventions, patented or patentable, and related that the organization was now engaged 100% in the war effort but was interested in post-war items.

Said the copy: "We intend to branch out in new fields and are interested in the following lines: Radio and Television; Automobile Accessories; Aircraft Devices; Toys and Games; Electrical and Mechanical Devices; Household Items; Novelty Items; Automatic Dispensers; Hardware Specialties; Air-Conditioning; Plastics; Chemicals; and Cosmetics."

* * *

Lady (to porter): "Have you a ladies' waiting room?"

Porter: "No, ma'am. But we have two rooms for ladies who can't wait."

CIGARETTE COMMUNIQUE

by

GEORGE CLEVELAND

Cigarette Salesmanship in Reverse

The Eastern Co-Operative League puts out a brand of cigarettes called Co-Op. Of them they say: "Co-Op Cigarettes will not improve your mind, give you the biceps of a bison, the throat of a songbird or the pearly teeth of a photographer's model. But what do you expect for fifteen cents?" And then there's Old Gold claiming low nicotine content. Next some bright brewer will step forward and speak a few words in praise of near beer.

No Cigarette Rationing To Consumer Expected

A confident news service emanating from Washington with a high batting average for accuracy makes the flat prediction that despite the present shortage there will be no consumer rationing as is in effect in most European countries.

Lend-Lease on Cigarettes Needs an Airing

This subject was touched on in a former Communique. One of the real reasons for cigarette shortages is the over liberal policy of lend-lease on leaf tobacco and on manufactured cigarettes. We do not refer to cigarettes shipped to our Armed Forces but to shipments for civilian consumption. This is due for a "going over" by certain congressmen. Here's hoping.

Camel's "Scare" Advertising Really Started Something

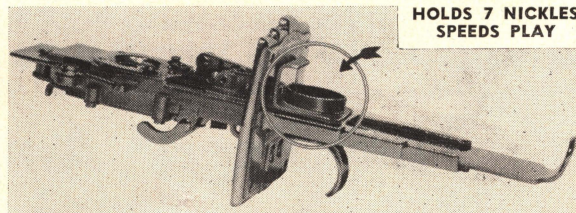
In our humble opinion, Camel's "scare" advertising is poor policy, poor taste and in the long run may spell poor Camel. It started cigarette hoarding, and fast. Operators everywhere know how they were besieged on all sides for cartons of cigarettes. We know of not one but several instances where a consumer purchased a full case of his brand for his own personal use. Of course that's foolish unless one likes stale cigarettes but multiplied many times the country over it causes a more stringent shortage than normally would prevail. Camel has certainly built up a lot of ill will while on the other hand Lucky Strike and Chesterfield have both handled the situation in a way that has gained them friends.

(See CIG. COMMUNIQUE, Page 22)

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1943



HOLDS 7 NICKLES
SPEEDS PLAY

**NEW
GIMMICK
GUARD**

plus
**Special Built-in
Feature**

**PROTECT COIN CHUTES AGAINST THE "SHIM ARTIST"
SEND CHUTES TODAY . . . WE RETURN PROMPTLY!**

"GIMMICK GUARDING" . . .

1 to 5 chutes . . . \$6.85 each
6 or more . . . 5.85 each

1/3 Deposit With Order
We pay postage one way.

Additional charge for re-conditioning
Used Chutes—\$1.00 plus parts.

NICKLE NUDGER CO.
527 S. E. Stark Portland 14, Ore.



At California Amusement It's **OPEN HOUSE ON VALUES EVERY DAY!**

Regardless Of Your Equipment Needs
WE CAN BE OF SERVICE TO YOU!

See Our Wide Variety of
**PHONOGRAPHS . . . ARCADE EQUIPMENT
CONSOLES . . . ONE BALLS . . . SLOTS**

New and Used Equipment at Money-Saving Prices

See the New
"Singing Towers"

THE ONE OUTSTANDING NEW PHONOGRAPH AVAILABLE TODAY!

**LARGE STOCK OF SUPPLIES AND HARD-TO-GET PARTS
FINEST REPAIR DEPARTMENT ON THE COAST**

WE WILL BUY FOR CASH, ANY QUANTITY OF COIN-OPERATED EQUIPMENT
ON OR OFF LOCATION. AIR MAIL LIST FOR OUR BEST OFFER

"Let Every American GIVE — So The National War Fund May LIVE"

CALIFORNIA AMUSEMENT COMPANY

1305 Kettner Boulevard, SAN DIEGO 1, CALIFORNIA

1348 Venice Boulevard, LOS ANGELES 6, CALIFORNIA

Amia Amusement It's **ON VALUES EVERY DAY!**

Regardless Of Your Equipment Needs

CAN BE OF SERVICE TO YOU!

See Our Wide Variety of
**PHONOGRAPHS . . . ARCADE EQUIPMENT
GAMES . . . ONE BALLS . . . SLOTS**

New and Used Equipment at Money-Saving Prices

•
See the New

"Singing Towers"

THE ONE OUTSTANDING NEW PHONOGRAPH AVAILABLE TODAY!

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ON OR OFF LOCATION. AIR MAIL LIST FOR OUR BEST OFFER

he National War Fund May LIVE"

EMENT COMPANY

1348 Venice Boulevard, LOS ANGELES 6, CALIFORNIA

COIN
MACHINE
REVIEW

21

FOR
NOVEMBER
1943

GLAMOUR GIRL - 2 FOR 5c - CARD VENDOR

ACCURATE—SIMPLE—STURDY CONSTRUCTION



(Counter Model Only)

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.

1/3 Deposit, Balance C.O.D., F.O.B. Long Island City, N. Y.

SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres. Penny Arcade Headquarters Since 1895
Manufacturers of Photomatic and Other Famous Coin Operated Equipment
44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

29
DIFFERENT
MUTOSCOPE
NOVELTY
CARD
SERIES
AVAILABLE
FOR THIS
MACHINE

SEND FOR
COMPLETE
LIBRARY

... Better Order
NOW Any Sup-
plies you Need:

- Grandmother Prediction Cards.
- Love Letters, Palmistry Letters, Horoscope Cards, Wizard Pen Cards, Etc., Etc.
- Stereoscopic Views, View-A-Scope Films, Etc.
- Punching Bags and Accessories.

SEND FOR
CATALOGUE
AND PRICES

help you immeasurably with OPA and ODT.

4. Refer to yourselves as wholesalers and not retailers. It is a moot question as to which you are but stick to the wholesale angle. Reason: as a wholesaler you are allowed two deliveries a week to a location, and as a retailer one. You truly are a wholesaler, you buy as such and you deliver in whole-sale quantities.

5. If your group consists of three or more operators adopt a group name. You need no formal organization but as associates in the interest of gasoline economy you can designate yourselves as such. Leave out the words "vendor," "vending machine" and also "cigarettes," if possible.

6. Be sincere in your agreement statements. It is to your interest to conserve gasoline and if you can so word your arguments as to convey your sincerity it will help a lot.

7. Do not employ an attorney. OPA and ODT don't like 'em.

8. And don't think the above is a lot of "hokey"—it's the real McCoy and will do you a lot of good if you act on it. Might be a good idea to talk it over with some OPA or ODT man if you know one—he can give you pointers. And remember—be sincere.

Gimmick Guard Perfected

PORTLAND, Ore.—Dan Kilcup, owner of the Nickle Nudger Co., has perfected a "Gimmick Guard" which he guarantees will protect coin chutes against all known tricks of even the most accomplished "shim artist."

The "Gimmick Guard" itself, which is painted red and is installed in plain sight on the chute, plus additional invisible built-in protection stops split-shims or flat wire shims right at the start, claims Kilcup.

Patent has been applied for and it is stated there are more than fifteen hundred "Gimmick Guarded" games now on location in the Portland area.

Advantages of having coin chutes "Gimmick Guarded" by Kilcup's factory built-in method are cited as follows: Even though the "shim artist" tries the tricks of his trade on a "gimmick guarded" chute, he quickly discovers they won't work. Also there is less chance of his "jamming" the chute in his manipulations. After a few attempts at operating a protected coin chute, he soon learns to steer clear of games that have the visible red "Gimmick Guard" installed. In addition to protecting games against losses to "shim artists," or losses resulting from games being tied-up waiting for the service man to repair a "jammed" chute, the "Gimmick Guard" will hold seven coins at one time, thus speeding up the play.

Philly Lads Generous

PHILADELPHIA—The entire coin machine trade rallied to the support of the Allied Jewish Appeal and Bill Rodstein, president of the Marble Table Operators' Association acted as chairman for the Industry. Sub-chairmen included Phil Frank for the music men, and M. Barrow for the vending machine operators.

This noteworthy gesture was followed with a cooperative move to assist in raising \$300,000 to purchase a bomber and have it christened in the name of the industry. Jack Cade, Philadelphia Music Operators' Association president and Bill Rodstein, for the marble machine men, jointly launched the "Buy a Bomber" war bond campaign.

CIG. COMMUNIQUE

(Continued from Page 19)

Tobacco Jobbers Have Played Fair with Operators

Do you who buy from a jobber, and that includes all but the larger operators, realize that your jobber can today sell his entire quota of most brands at from 6% to 9% off instead of the usual operator's price of 10 and 1% off? You are really getting a fair deal if you are getting the cigarettes to which you are entitled. Some jobbers have pulled a squeeze play for the added profit. But in the main, reputable wholesalers have been fair to their operator customers. If your supplier has given you a "break," tell him so. He will appreciate your praise.

Looks Like No New Federal Taxes on Cigs and No Federal Sales Tax

If both of these are left out of the new Federal tax bill it will be a relief to all operators. From all present indications, and our information comes from more accurate sources than just the daily press, the current new tax bill will contain neither of the above.

How's Your Gasoline Holding Out?

Tobacco distribution is classed as non-essential, as you well know. And any type

of vending machines are looked on as of little value by OPA and ODT. Without question our gasoline problems are going to get tougher rather than easier. Here are a few pointers which come straight from a source which is reliable and "knows the ropes":

1. Don't try to get increased gas allowances on the basis of the fact that you serve defense plants, Army Camps, etc. Every junk dealer and the like seems to use that argument. OPA, ODT and Ration Boards react negatively to it.

2. If you can get the operators in your area together on an agreement to cut mileage and can put such an agreement in writing, signed by all, you will be furthering the cause of all. If you have done location trading (as many have) in the interests of mileage economy, put that fact in your written agreement. OPA and ODT look favorably on such industry cooperation. Even if it does not get you more gasoline it may save what you now have. And do not think for a moment that what you now have is not in danger. It is.

3. If you have put your operation on a five day week or can do so this will

Bally Builds for Battles

by

HERB JONES

Advertising Manager
Bally Manufacturing Company

(EDITOR'S NOTE: This is the third in a series of articles dealing with the activities of the manufacturers of our Industry in behalf of the war effort. In September Jim Mangan described the part Mills Industries is playing. Last month Elias E. Sugarman recounted the work International Mutoscope is doing on our all-out program. This month Herb Jones, now acting as assistant to the Vice-President and General Manager of Lion Mfg. Co., of which Bally is a subsidiary, tells of the part Bally is playing in our battle for freedom from oppression.)

BALLY'S war work began many months before Pearl Harbor, when officers of the Army Air Forces, impressed by our coin-operated photo-electric target games, suggested that we develop a gunnery-trainer device utilizing photo-electric principles. Although our mechanical, electrical and electronic engineers were still busy with our peace-time products, they tackled the trainer and, within less than a month, produced a trainer so satisfactory that the Army Air Forces immediately ordered a large quantity for use in training fields in all parts of the country. Improvements in the trainer were later developed by Bally engineers and large numbers of the improved trainers have been produced in the Bally factory.

Having demonstrated our ability to handle problems of optics, we were—still before Pearl Harbor—awarded a large sub-contract by one of America's leading manufacturers of aircraft equipment. Our job was to build a bomber gun-sight—a fact which we can reveal because the sight is no longer manufactured. After Pearl Harbor, we, of course, plunged headlong into war work. By Spring of 1942 we were 100 per cent in war production.

Our Navy contract covers a confidential item about which all we can say is this: it is composed of about forty different parts, all of which must be held to exact dimensions—and cannot vary more than half of one-thousandth of an inch. Getting this job under way called for months and months of "blood, sweat and tears"—not to mention a matter of installing new equipment and training men and women to run the machines.

But finally on December 7, 1942, we completed our first thousand. Late at night, after the Shipping Department had gone home, Ed Berkley, production superintendent, and the writer packed that first thousand for shipment with our own hands—we were so determined to finish the job on the first anniversary of Pearl Harbor Day. Since that time we have pushed our production steadily up and up.

The Army Air Force job, which we received a few days after the Navy job, covers Oxygen Regulators used for high altitude flying. This job also required a tremendous amount of engineering before we could start volume production. Our first shipment of the Regulators was also dramatic in that the Army Air Forces sent a plane from Ohio to pick up the first hundred off the production line.

On the front cover of the November, 1943,

issue of the *Popular Science* magazine is a photograph of the Regulator. Although we are not the sole producer of this item, we were able to recognize our Regulator in the photograph because of a peculiarity of our construction. So, if friends of Bally will take a look at the November *Popular Science*, they will see "Bally's newest sensation!"

Pa. Rations Whiskey

HARRISBURG, Pa.—On November 11th Pennsylvania joined 14 other liquor monopoly States in rationing retail whiskey purchases, ordering a limit of 41.6 fluid ounces—a pint plus a four-fifths quart bottle—for each customer during the period of November 5 to December 31st.

Whiskey purchases from the states' 579 liquor stores will be limited to residents of the state only. Under an agreement with Army authorities members of the armed forces 21 and over will be allowed to buy the same amount.

Hope Springs Gag

NEW YORK—Reference to the coin machine industry continues to pop up in unexpected places. This time, according to Irving Hoffman, "Tales of Hoffman" columnist in a recent issue of *Hollywood Reporter*, it's Bob Hope who is being the industry's unpaid and unfortunately short-term publicity agent. It seems that this gag is a current favorite of his—it's about a panhandler who came up to a passerby and asked him for a nickel for a pinball game.

Surprised, the passerby asked, "But isn't that a little unusual? Usually, a nickel is supposed to be for a cup of coffee."

"What"—replied the panhandler—"do you want me to spend the nickel on a cup of coffee and ruin my pinball game?"

Department of Fame

NEW YORK—Of course the automatic phonograph has long had ample recognition, especially if you start to count the customers who number in millions. But when an outside agency comes along and gives the instrument a pat on the back—well, at least it's worth noticing.

In this case, nomination for the Department of Fame came in recent newspaper advertising of Operadio Manufacturing Co. of St. Charles, Ill., whose trademark is said to be a "symbol of electronic excellence since 1922." And the approach came through a neat illustration, vintage 1928 (the feminine portion of the public at least would get a kick out of the costumes), showing an automatic phonograph of that period in the background and a trio of diners saying "That tone is so rich and full I can almost see the orchestra."

Declared the advertising copy: "In those days you didn't call it 'electronics' . . . but the 'juke box' application of electronics back in 1928 was just as revolutionary as some of the electronic devices which are re-shuffling military methods today . . . and may be reflected in your business operations tomorrow! . . ."

There was more to it, principally a suggestion that maybe "you'll need the 'know-how' of Operadio when war work ends—but the important thing, we think, is credit to the "juke box application of electronics." We can even stand the discredited name for the phonograph when we think that maybe that pioneering helped a little bit in making today's war production possible. And for its "revolutionary application" the industry will now take a proper bow.

* * *

A fisherman got such a reputation for stretching the truth that he bought a pair of scales and insisted on weighing every fish he caught, in the presence of a witness.

One day a doctor borrowed the fisherman's scales to weigh a new-born baby. The baby weighed 47 pounds.

COIN
MACHINE
REVIEW

23

FOR
NOVEMBER
1943

WURLITZER—ROCK-OLA USED PARTS—A-1 CONDITION

WURLITZER PARTS

412 Amplifiers with Tubes.....	\$14.50
412 Speakers.....	5.50
616 Amplifiers with Tubes.....	18.00
616 Speakers.....	10.00
Motors.....	16.00
Main Gear.....	6.00
Motor Drive Assembly (Comp.).....	5.00
Record Trays.....	.35
Junction Boxes.....	1.25
5c Coin Chute.....	3.50
10c, 25c Coin Chute.....	1.00
5c Slides.....	.85
Volume Control.....	2.25
Tone Arms (Comp.), 412—616.....	8.50
Magazine Switch Boxes.....	1.50
Coin Chute Assembly (Comp.), 412—616.....	7.50
5c, 10c, 25c Slug Proof Coin Mechanism, 616—716.....	7.50

ROCK-OLA PARTS

Drive Motor.....	\$14.00
Turntable Motor.....	11.00
Amplifiers with Tubes, 12-16 Records	12.00
Speakers.....	5.50
Main Cut-Off.....	1.00
Record Trays.....	.25
5c, 10c, 25c Coin Chute Assembly (Comp.), 12—16.....	3.00
Selectors (Comp.), 12—16.....	2.00
Rotary Converters.....	13.50

Tubes and New Accessories

#2A3.....	\$2.00	#56.....	\$.75
#5Y3.....	1.00	#30.....	1.20
#5U4G.....	1.00	#45.....	1.20
#6L6.....	1.85	#38.....	1.15
#6SC7.....	1.85	#76.....	.90
#2051.....	2.60	#80.....	1.00
O.H.M. Resistor, 20W, All Sizes.....	.55		
16 MF Condensers, 450 Volt.....	1.85		
100 Ass't Carbon Resistors.....	3.00		

DEPOSIT WITH ALL ORDERS

ALBENA SALES CO.

587 10th AVE., N.Y.C.
LONGACRE 5-8334

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

Post-War Opinion Voiced

NEW YORK—As the days of impending peace draw steadily nearer, more and more thinking individuals are expressing views as to directions in which the world and its people—especially those of this country—will go when peace becomes a reality. And though he could hardly have been aware that it had any interest for the coin machine fraternity when he spoke, musicians especially may be interested in a statement made at a recent Sunday service by the Rev. Dr. Ralph W. Sockman at Christ Church, Methodist. His comment:

"The war may be followed by something even more loose and irregular than the jazz era which followed the World War, unless self-controls adequate to replace the regimentation of war are cultivated by Americans."

It may be recalled that, musically, it took a number of years of getting used to the jazz era before the popular music of the time became wholly enjoyable, after which it straightened itself out and went into advanced and interesting developments both melodically and harmonically; rhythm, of course, underwent changes at the same time. This expression found a peak in the early thirties with the ever-popular "Night and Day," "Star Dust," and others of that caliber.

Of interest to the trade as a whole was Dr. Sockman's declaration that he was not advocating "narrow, puritanical, blue laws," but was suggesting that a wider and more genuine liberty was needed which, however, could be obtained only through the individual's working toward a better organization and integration of himself.

Capitol Publishes Music

NEW YORK—Capitol Records is entering the music publishing field and will establish offices here with Mickey Goldsen, formerly with Leeds Music, in charge.

NOTICE

We have on hand large quantities of Arcturus Metaglass Coronet radio tubes in the following types:

TYPE	NET PRICE f.o.b. Los Angeles
2A6.....	53c
27.....	35c
31/51.....	53c
55.....	58c
56.....	43c
57.....	48c
58.....	48c
85.....	48c

These tubes come equipped with octal sockets for easy conversion.

Also have a large quantity of Hytron standard glass tube type 39/44 at 53c each.

SHELLEY RADIO CO.

645 South Sepulveda Boulevard
West Los Angeles 24, Calif.
ARIZONA 38065

MUSIC

Wurlitzer Vice-President and Plant Manager Carl E. Johnson accepts the Army-Navy Production Award on behalf of Wurlitzer workers as a challenge to even greater accomplishments. "Mike" Hammergren is just behind Johnson.



Wurlitzer Given "E"

NORTH TONAWANDA, N. Y.—With elaborate and impressive ceremonies staged October 19th on the beautiful grounds of the local Wurlitzer plant, the Armed Services bestowed their coveted Production Award on the assembled Wurlitzer workers.

Presentation of the Army-Navy Award was made by Col. Walter E. Richards and acceptance speeches were made by Carl E. Johnson, Wurlitzer Vice-President and Manager of the North Tonawanda Division; R. C. Roling, President; and Farny R. Wurlitzer, Chairman of the Board of Directors.

The conversion of the North Tonawanda Division from the manufacture of automatic phonographs to materials of war interrupted one of the most spectacular careers any unit of the music industry has ever known.

Today Wurlitzer is manufacturing interphone communication systems for aircraft, special amplifiers, rectifiers and attenuators, rosen bended plywood components for aircraft including ramps, floors, doors and miscellaneous wooden accessories, compasses, anti-icers and de-icers and aluminum aircraft assemblies. It was this vital war work that merited the bestowal of the "E" for excellence in the production.

Although the Wurlitzer company has been associated with the manufacture of fine musical instruments since 1856, behind the founder, Rudolph Wurlitzer, was a direct tradition of five generations of musical craftsmen dating back to Nicholas Wurlitzer, a lute maker, in 1659.

It is interesting to note that the Wurlitzer company supplied both the Federal and Confederate Armies with bugles and drums during the Civil War and also supplied them to the United States Government during the Spanish-American War.

Since 1934 the firm has been producing Wurlitzer automatic phonographs in the North Tonawanda plant and today many of these machines are providing music for the Armed Forces at their bases both in this country and overseas.

Old Tunes Re-born

HOLLYWOOD—Proof that old time standard tunes are making a definite comeback was voiced throughout the music publishing field with the report that the 20th Century-Fox picture, "Stormy Weather," was setting many new box office records throughout the country.

The picture contains such oldies as: *Stormy Weather*, *I Can't Give You Anything but Love, Baby*, *Ain't Misbehavin'*, *Geechy Joe*, *Diga Diga Doo*, *That Ain't Right*, and *My, My, Ain't That Somethin'*.

It is apparent that moving picture studios are trying hard to revive nostalgic tunes with pictures containing themes of yesteryear.

More Diskers Sign

NEW YORK—Joining the family of Petrillo-signers during October were Beacon Records and Classic Records.

Victor and Columbia continue to hold out and will rest their case against the American Federation of Labor with the War Labor Board.



Why the big swing

**to MIRACLE POINT?
Extra Long Life:**

The metal in Miracle Point is a scientific alloy specially developed to last longer. You profit more using Miracle Points. Order from your record jobber or buy direct.

M. A. GERETT CORPORATION

722-724 WEST WINNEBAGO ST. • MILWAUKEE 5, WISCONSIN

GUTSHALL DISTRIBUTING CAN SUPPLY ALL OF YOUR MUSIC OPERATING NEEDS

HARD-TO-GET PARTS

Packard Pla-Mor Knobs
Packard Pla-Mor Solenoid Coils
Packard Pla-Mor Relays
Metal Plates for Buckley Lite-Up Boxes
Combination Power and Lite Transformers
Wurlitzer Master Gears for all Models

Wurlitzer 616 Coin Assemblies Complete
Solenoid Coils for Buckley, Keeney, Wurlitzer, Seeburg
and Packard Adaptors and Pins
Light Globes (most all sizes including Lumeline and
Fluorescent)

REPLACEMENT CABINETS

We have in stock, ready for immediate delivery, Replacement Cabinets suitable for use in any location. Beautifully turned out with modernistic lines, these cabinets fit into the finest surroundings. Color lighting may be arranged to fit any particular location's layout. Closing out a few remaining cabinets. WRITE FOR PRICES.

NEEDLES

Repoint your old needles. The proven Bennett method makes new needles out of old ones. Operators praise this modern service. Only needles worth repointing are used, a bargain at, per hundred..... **\$18.00**
We will pay you cash for your old needles. Bring them in! Bennett's new commercial needle—
\$30.00 per 100

REMOTE CONTROL WALL & COUNTER BOXES & ADAPTORS

PACKARD PLA-MOR, New and Used
BUCKLEY, New Style, 24-Record
BUCKLEY, New Style, 32-Record
BUCKLEY, Old style, 24-Record
SEEBURG, 24-Record, 30-Wire
KEENEY 24-Record

KEENEY 24-Record, 30-Wire
PACKARD to play from floor for Wurlitzer 500, 700
and 800
MILLS — SEEBURG
Hidden units for Rock-Ola, Seeburg and Wurlitzer

AMPLIFIERS AND MOTORS

We have a large stock of parts to repair all makes of Amplifiers. All Work guaranteed.

All Makes of Motors Rewound. Factory Guaranteed

BATTERIES

The Battery of TOMORROW is here TODAY!
We have the famous ROBERTS' RECUPERATOR
BATTERY

Two sizes to suit your requirements. Let us tell you of this superior battery. Now ready for immediate delivery.

PHONOGRAPHS

WURLITZER 600 with Adaptor, 6 Buckley Boxes, Cable.
WURLITZER 600 with Adaptor, 8 Buckley Boxes, Cable.
WURLITZER 600 with Adaptor, 10 Buckley Boxes, Cable.
WURLITZER Twin 616 with 32-Record Buckley Boxes
and Cable.

WURLITZER 24, Lite-Up Cabinet and Adaptors.
WURLITZER 616 Lite-Up Models.
FILBEN New Lite-Up Cabinet.

ROUTES FOR SALE:

*Approximately 50 pieces—Phonographs, Marble Tables
and Slots in Southern California
Wired Music Installation in Los Angeles.*

WANTED TO BUY FOR CASH

ALL MAKES PHONOGRAPHS, COUNTER AND WALL BOXES—ANY
QUANTITY. 30-WIRE CABLE IN LENGTHS OF 12 FEET OR OVER.

JACK GUTSHALL DISTRIBUTING COMPANY

1870 West Washington Blvd.

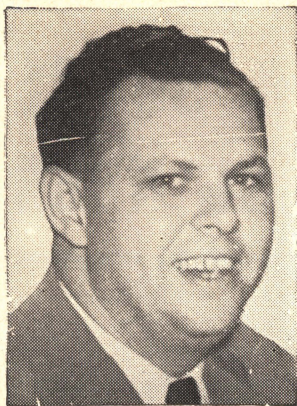
Los Angeles 7, Calif.

ROchester 2103

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1943



JACK GUTSHALL

Don't Underestimate Today's Possibilities

by JACK GUTSHALL
of Jack Gutshall Distributing Co.

WHETHER he is conscious of it or not the coin machine operator has a better opportunity to build good will with his locations today than he has had at any time in the history of our industry. And, the intelligent operator will take full advantage of this chance to "cinch" himself with his location owners and deeply root himself in his spots for the great post-war era of operating.

Today locations are fighting desperately to stay in business. Shortages of all kinds and types face small business men every day. New merchandise is next to impossible to obtain, the restaurant and cafe owner is knee deep in red tape figuring his points for rationed foods, tavern and bar operators are fighting to get supplies to keep going, and in every retail avenue some almost unsurmountable problems are continually popping up. Add to this the manpower shortage and the higher salaries being paid in war plants and you can partially realize the pretty picture your location owners look at each day.

The operator has not had all "milk and honey" either for he has had his shortages and we all know the labor story too well for repeating here. But here is where the operator's big opportunity comes.

In making your service and collection calls try to be as cheerful and optimistic as possible. Instead of countering with a "we can't get that anymore," or "don't you know there's a war on?" when the location owner asks for a particular machine, record, etc., be as cooperative as possible. Explain that you have been trying desperately to get just what he wants and you intend not to let up for a minute, and as soon as you can possibly obtain what he wants he shall have it. Maintain this constant spirit of understanding and cooperation and you'll be surprised at the results it will accomplish.

Today too many salesmen and suppliers are taking advantage of the location owner. They assume the attitude that "you're lucky if I let you have anything at all." A location owner inwardly resents this manner of treatment and you can bet your bottom dollar that when open competition is again established in a free world the suppliers who are using these tactics on location owners today will find themselves bounced out of a lot of spots.

The smart operator will get on the other side of the fence for the duration. Don't let your location owner think for a minute that he is lucky you'll let him have any equipment at all. On the other hand slyly build up the facts in his mind that you're really pleased to have the opportunity to install equipment in his spot, you enjoy doing business with him, and you wouldn't think of pulling out for any reason whatsoever.

When the war is over and normal times return, along with an avalanche of new equipment, you'll find your locations faithful to the end and never forgetting for a moment your cheerful help, kind considera-

tion and cooperation in the months behind. A little extra effort and the right frame of mind today will pay handsome dividends in the world of tomorrow.

Brennan Keeps Busy

SAN FRANCISCO—Even if new and used equipment are not as plentiful as a few months back Ernie Brennan, manager of the local office of the General Music Co., is not one to sit around and twiddle his thumbs. Ernie keeps on the jump helping operator-customers with their various problems and in obtaining pieces and parts they urgently need.

"Now, as never before, the jobber and distributor can be of real service to the customers who have so liberally patronized them in the past," believes Ernie. "We intend to stay right in there pitching until the final victory, and helping our customers in every way possible to keep their equipment operating at its maximum earning power."

Moves to Larger Spot

HOLLYWOOD—Devie's, leading California buyers of used phonograph records, have moved their Hollywood store from 1615 Cahuenga Boulevard to larger quarters at 1612 Cahuenga Boulevard.

Devie's advertise regularly in THE REVIEW and as a result are able to keep huge stocks of used recordings in their retail outlet, purchased from automatic music operator subscribers to this publication.

* * *

Captain—Why didn't you shave this morning?

Private—I thought I did, sir, but there were twelve of us using the same mirror this morning and I must have shaved some other guy.

* * *

Pete: I'll wager that Miss Jones is a beautiful girl.

Si: What makes you think so?

Pete: Because every woman in the sewing circle pronounced her positively ugly.

CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.

Phone or write today:

CLARK DISTRIBUTING CO.

In California: Formerly California Simplex Distributing Co.
Exclusive Wurlitzer Distributors for the West Coast.

SAN FRANCISCO

Don W. Clark
415 Brannan Street
SUtter 5342

LOS ANGELES

Aubrey V. Stemler, Mgr.
1561 W. Washington Blvd.
REpublic 4155

SEATTLE

E. L. Horiskey, Manager
906 Elliott Ave. West
GArfield 0930

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

OPERATORS RAVE ABOUT

The New and Improved

TONEDART

PERMANENT NEEDLE

Guaranteed Long Life Tip.

2500 Plays — 50c Net

"Ask the man who is using one!"

Get it from your nearest TONEDART Distributor or

J. F. BARD

43 EAST OHIO STREET
CHICAGO 11, ILLINOIS

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1943

THRIFTE FIX

forms an unbreakable mended joint. Securely mends Plastics on your Phonographs. Excellent for Cabinet Joint Repair. Ideal for Pin Game Plastics, Bumpers and Stripped Threads. THRIFTE FIX welds like iron. Liquid cement—easily applied—welds overnight. Fully guaranteed or money refunded. Send Twenty Five Cents, coin or stamps, for prepaid sample tube.

ALPHA DISTRIBUTING CO.

1025 North Highland Ave.
Hollywood 38, Calif.



6400 Square Feet of Service Devoted to Serving YOU!

In our enlarged quarters we are even better able to take care of the musical requirements of our hundreds of customers in the West. Here at 2916-2920 West Pico Boulevard you will find a complete and diversified maintenance service designed to help keep all of your equipment operating until the war is over.

Contributing to this effort is our Repair Department with competent mechanics in charge; a limited, but fairly extensive, Parts and Supplies Department capable of

helping out in extreme emergencies; and a Buying and Selling Service that makes it easy for you to buy or sell phonographs, or phonograph routes located in the West.

We invite your consideration of the facilities provided. If you have a route to sell . . . SEE US! If you want to buy a route . . . SEE US! If you need individual pieces of equipment or supplies . . . SEE US! Regardless of your wants or needs, we want to be of service to you.

V . . . —

Jean J. Minthorne

2916-2920 West Pico Blvd.

Parkway 1179

Los Angeles 6, California

Songwriter Picks Automatic Phonographs As Greatest Song Exploitation Method

by
OTIS RENE

ASCAP Member and Nationally Known Composer
Of Many Popular Hits

TO write a song hit is one thing and to popularize it is another. There is no "just happened" arrangement that any songwriter can count upon. The song composition is paramount, but the job of selling the song—either to a music publisher or doing the publishing job yourself—is a tougher job in face of such competition as songs from great shows and films that win instant popularity because of the millions of people who have heard them in the productions. These songs automatically sell for the publishers know that even though they might be mediocre they can't help but "click" with a certain percentage of the millions who hear them.

The chances of getting songs into shows and pictures is pretty much a "closed shop" affair. You are either in the "clique" or on the cold outside. Trying to get in is like looking for a needle in a haystack. To write songs for musical shows and motion pictures the songwriter must have a reputation and several big hits to his credit before he is even considered.

My success as a song writer has been won by an application of salesmanship to my own art. I know that the constant plugging of a song, if it has merit, will make it a hit eventually. I conceived the idea in 1933 of making transcriptions of my tunes

and having them plugged on the radio. Through this method I had hoped to gain the attention of music publishers. This system created a small demand but not sufficient to arouse the interests of any big publishers.

A few years later I visualized the far reaching advantages of the national network of automatic phonographs. In all types of locations these machines could put my tunes right in front of the auditors who were the ones who would eventually make a tune a hit. I began experimenting with small combinations such as quartets and trios—with instrumental backgrounds of usually four pieces—until I got a suitable group to make an outstanding original record. This record would then be distributed to all phonograph operators throughout Southern California and its progress carefully watched.

My first successful record to cash in on this play was "When It's Sleepytime In Hawaii" and "Pickin' A Rib." I sold 4300 of these records and then Decca bought it from me. The songs were sold to R.K.O. Studios for the picture "She's Got Everything" and sung by Ann Sothorn.

The next successful record, launched on the same plan, was "Someone's Rocking My Dreamboat" as recorded by the Four Tones, singing quartet, with the Eddie Beal Trio doing the background. I sold over 10,000 records in Los Angeles alone and then sold the master to Victor Records. This song

went to Witmark Publishing Co. and there were some 18 different records made by big recording artists.

Since then I recorded singing Herb Jeffries on my own Excelsior Record label doing "At Least You Could Save Me A Dream." The Eddie Beal Trio and the Three Shades of Rhythm did the background for this recording. I have sold over 15,000 records on this number.

My recording on the King Cole Trio doing "All For You" turned out to be my biggest phonograph exploited record. The Jeffries and Cole records received *Look* magazine mention and rating. Since then I have sold the masters to Capitol Records for the distribution and demand for the numbers became more than I could cope with. Thousands of orders came in from automatic phonograph operators all over the country as the result of national exploitation on phonograph machines.

I intend to continue this plan of exploitation of songs after the War because I am thoroughly convinced that the phonograph machines feel the pulsebeat of the nation's musical appetite and on the turntables of this vast network of over three hundred thousand automatic phonographs a good song can be given the plugs that will put it in the "Hit Parade" bracket. Machine operators are unprejudiced as to labels—all they want is a good money making record and because of this fact songwriters, publishers and recorders, with worthwhile material, will find the boys who operate the national phonograph network as co-operative a bunch of business men as you'll find anywhere.

* * *

Bill—Love's certainly grand. My feet are on the ground, but my head's in the clouds.
Tom—You'd better pull yourself together.

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1943

*We Wish To Extend
Our Sincere
Congratulations To*

THE E. T. MAPE MUSIC CO.

Your continuing to supply us—as well as other operators—with necessary parts, supplies and service for our SEEBURG Equipment has won for you the respect and admiration of the Music Operators of the West. You may be sure of our cooperation in not requesting parts or service unless they are absolutely necessary during these critical times.

(Signed) Frank Navarro.



FRANK NAVARRO

NAVARRO PHONO SERVICE

3706 WHITTIER BOULEVARD

LOS ANGELES 23, CALIFORNIA



Yes

**WE KNOW THERE
IS A WAR GOING ON**

Too!

Yes, we know there is a war on. And we know if there is any group of business men as equally well informed of that fact it's the music machine operators. Their wholehearted cooperation in every phase of the war effort and in helping maintain morale amongst our fighting men and civilians on the home front is a matter of record.

Naturally we do not have the huge stock of parts and supplies we had in pre-war months, nor are we able to give the same impeccable service as before . . . but we have dedicated our organization to one purpose and that is to help you keep your equipment operating until the war is over.

So if it's a part you need we'll do our best to help you. Or if your Seeburgs need a checking over bring them in for our factory trained mechanics to work on. You can be certain of receiving the very best service and consideration we are capable of giving.

• • •
**TURN IN YOUR SCRAP; BUY MORE BONDS,
HELP GIVE JUST DUE TO THE DIRTY HOUNDS!**

E. T. MAPE MUSIC COMPANY

1701 West Pico Boulevard
LOS ANGELES 15, CALIF.

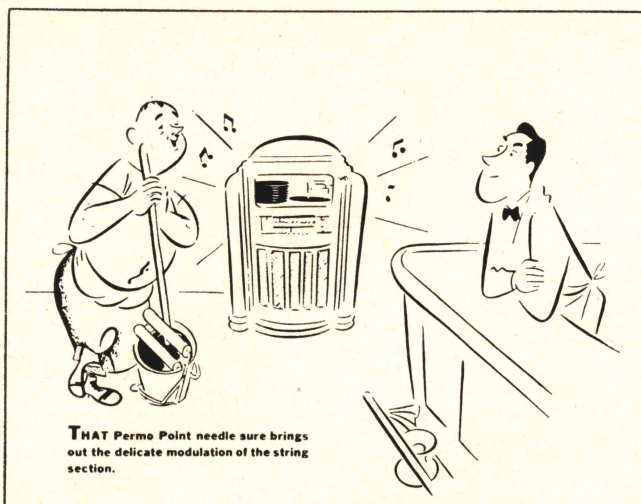
284 Turk Street
SAN FRANCISCO, CALIF.

12 North Aurora St.
STOCKTON, CALIF.

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One of a series of comic "Pin-Ups" being distributed by Permo, Inc. Done in two colors the subjects are really clever. Ideas are solicited from operators for future subjects.

Permo Issues "Pin-Ups"

CHICAGO—Permo, Inc., has just inaugurated a series of "pin-ups" designed to provide a chuckle with a sales point. A sample of the first cartoon is reproduced herewith.

These clever cartoons are being sent to all operators, along with the house organ

"Permo Pointers" and it is being suggested that operators put them up in their offices and in locations where they may be viewed by customers. The idea behind the promotion is to use a clever quip or ridiculous situation to spotlight outstanding features of the Permo Point needle.

Operators are being urged to send in

some of their own original ideas that would make good pin-up cartoons and, if their material is used, they will receive credit on the face of the drawing along with the artist's signature. It is expected operators will enter into the spirit of the promotion with enthusiasm so additional copies of the cartoons were produced for them and will be supplied upon request.

MISSISSIPPI

NATCHEZ, Miss.—Down here in the Deep South and especially in Mississippi and surrounding Louisiana territory served by Natchez operators, coin-machine business was never better; and with the approaching holidays, Thanksgiving and Christmas, even better business is anticipated. Of course, here in Natchez, there is still a Curfew law on and most of the places close early on week-nights and Saturdays and do not open at all on Sundays. Despite this, business is still better than usual and when the curfew is lifted it will be even better.

Harold M. Case, correspondent of THE REVIEW in Natchez, the writer of this column about the ops, is fresh back from Camp Shelby, Hattiesburg, Miss., where he was rejected for military service by the U. S. Army physicians at the reception and induction center there. The Marine Corps, Case said, felt he was too old for service and so the readers of this column will have to get their Natchez and Mississippi news from this source for some time yet.

Quincy Craig, who has been operating the P. I. Co. here, has accepted a government defense job in Mexico and will leave shortly for the new project, turning his business over to his brother, Wadley Craig, who has been working in New Orleans.

Ham B. Nelson, owner of the F and N Amusement Co., has returned from a business trip to New Orleans, where he purchased new equipment.

William McKinney, brother-in-law of Bill Eidt, owner of the Eidt Amusement Co., has taken a defense position with the Armstrong Tire and Rubber Co. in Natchez.

Richard Sessions Sanguinetti, better known to his many operator friends as Jake, and Frank Perrault, Jr., former service man of the Service Novelty Co., are now serving as Seamen Second Class in the U. S. Naval Air Corps and have recently completed their "boot" training at the Naval Air Base at Pensacola, Florida. They have been chosen for the Commandos, and have been recently transferred to Saufley Field, Florida, for their training in this branch of the Naval Air Service.

Natchez is filled with soldiers every day and especially on the weekends by soldiers from Camp Van Dorn, 45 miles from here at Centerville, Miss., and by officers and enlisted men from the nearby Louisiana camps of Claiborne, Polk, Beauregard and from Camp Shelby, Mississippi. Most of the visitors are good coin machine players, especially of the "phonos."

Samuel S. Abbott, Los Angeles manager of *The Billboard* and a native of Natchez, accompanied by Mrs. Abbott is here on a visit with his parents, Mr. and Mrs. W. B. Abbott. He expects to visit his brother, Major William B. Abbott, Jr., who is stationed at Tampa, Florida, in the Air Corps Public Relations Department before returning to the west coast. Sam is a friend of numerous Natchez operators.

Slots are still operated across the Mississippi river, but the law here still frowns on the machines, even miniature machines of this type.

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UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

A BROKEN or MENDED plastic in your phono invites abuse and may lead to trouble. Don't give the customer an opportunity to see "How Strong" the mended plastic is . . . A broken phono or a missing cash box entailing a loss in labor or money is almost certain. FOR LESS SERVICE CALLS AND GREATER EARNING POWER KEEP YOUR PHONOS LOOKING "NEW" BY USING ACME'S UNBREAKABLE PLASTICS.

WE MOLD THE FOLLOWING UNBREAKABLE PLASTICS
Determine "Right" or "Left" As You Face the Phono

Model 24, Top Corners (Red).....	1.50 Ea.
Model 24, Lower Sides (Red).....	5.00 Ea.
Model 61, Top Corners.....	4.25 Ea.
Model 600, Top Corners.....	4.25 Ea.
Model 500, Top Corners (Red Only).....	6.75 Ea.
Model 750, Top Corners.....	17.50 Ea.
Model 750, Lower Sides.....	17.50 Ea.
Model 850, Top Corners.....	19.50 Ea.
Model 850, Lower Sides.....	17.50 Ea.
Model 950, Lower Sides.....	15.00 Ea.

UNBREAKABLE PLASTICS For Rock-Ola

"DELUXE"	"STANDARD"
"MASTER"	"SUPER"
Top Corners.....	\$17.50 Ea.
Lower Sides.....	17.50 Ea.
Top Door Plastics.....	9.50 Ea.
Top Door Plastic for "Master".....	5.00 Ea.
The above available in SOLID Red, Green or Yellow.	

SEEBURG HI-TONE, Model 8800 and Model 8200, Bottom Corner, Side
Plastics (Solid Red or Solid Green).....\$22.00 Each
Guaranteed Unbreakable!

WE HAVE THE FOLLOWING SHEET PLASTIC AVAILABLE
(Size 20"x50" — 1000 Sq. In.)

40 Gauge Yellow Plastic (Thickness of a New Dime) @ 2c Per Sq. In.
60 Gauge Green Plastic (Thickness of a New Half Dollar) @ 3c Per Sq. In.
60 Gauge Red Plastic (Thickness of a New Half Dollar) @ 3c Per Sq. In.
80 Gauge Red Plastic (Thickness of a New Silver Dollar) @ 4c Per Sq. In.
SHEETS CUT TO DESIRED SIZE—10% DISCOUNT ON COMPLETE SHEETS

20% DISCOUNT on SHEETS & UNBREAKABLE PLASTICS
ON ORDERS OF \$125 or more

We Have a Limited Amount of "Original" Wurlitzer Plastics Other Than
"Unbreakable Plastics" Listed Above. Write for Complete List. Sorry,
No Discounts on Original Plastics.

IF YOU DON'T SEE WHAT YOU WANT—ASK FOR IT!
WE MAY HAVE IT IN STOCK!

ACME SALES CO.

DEPARTMENT 532
414 W. 45th ST.
NEW YORK 19, N.Y.
CIRCLE 6-7740

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

Sergeant and Mrs. James W. Sheppard, are here on a visit with Mrs. Sheppard's parents, Mr. and Mrs. H. B. Nelson of the F and N Amusement Co. Staff Sgt. and Mrs. Sheppard are located at the Columbia, S. C., Air Base, where Sgt. Sheppard, a former operator from Canton, Miss., was given the Soldier's Medal for bravery in rescuing three companions from a burning airplane following a crackup at the base. He is in charge of the M. P.'s.

Thomas J. Piazza, who has been located here with the Service Novelty Co. as service man and manager, is making frequent trips to nearby Camp Van Dorn, Miss., for his company has a number of machines there.

Rufus Clark, Miles Smith and Jack Swain, local operators, have returned from a business trip to New Orleans, where they purchased new machines, parts, records and equipment for their respective companies.

"Pistol Packing Mama" is the No. 1 hit parade tune on the phonos in this area. It is followed closely in popularity by "Paper Doll." Other popular discs and good nickel nabbers are "People Will Say We're In Love" and "Put Your Arms Around Me, Honey."

Mrs. Frank J. Eidt has returned from Camp Rucker, Alabama, where she visited her husband, Private Frank J. Eidt, former Windmill Co. operator.

Because of the selective service, defense jobs and other projects, there's a dearth of service men in this area and one is really hard to find now.

Harold M. Case

Child Training Expert: "If your children become unmanageable, quickly switch their attention."

Puzzled Parent: "Their what?"

Victor States Views

CAMDEN, N. J.—RCA Victor has not signed the new Standard Agreement with the American Federation of Musicians and apparently does not intend to. The following message concerning the controversy was sent to the entire family of Victor artists on October 29th by J. W. Murray, General Manager of the RCA Victor Record Division:

"It had been hoped that before this time we would have been able to settle the differences with the American Federation of Musicians, but the Union has remained adamant in demands which we cannot accept.

"The RCA Victor Division of the Radio Corporation of America has for a long time been a party to negotiations with the American Federation of Musicians in an endeavor to end the strike which started on August 1, 1942. We have not yet been able to reach a satisfactory solution. Therefore, in order to avoid further delay, we are presenting our case to the appointed panel of the War Labor Board at formal hearings that will start Wednesday, November 3rd.

"From the very beginning it has been RCA Victor's position that we are willing to negotiate an agreement which has to do with the welfare of the performing musicians employed by the Company to make records. The Union states that they have no dissatisfaction with either wages or working conditions which prevailed at the time of the strike.

"However, the Union has demanded that we pay money directly to them for the benefit of unemployed musicians. We are unwilling to pay money either direct to a union, or to persons not employed by us

and who have never been employed by us. That is the principal point at issue, so far as we are concerned, that is holding up a settlement of the controversy.

"What complicates the situation seriously is that one record company, which was in full accord with RCA Victor and the other record companies on this important principle, dating back to the earliest conferences with the Union, has seen fit to abandon this principle, and has signed a contract which contains other provisions unacceptable to us.

"To protect our eminent position in the record field, and in the best interests of our artists, our dealers, and the millions of music lovers who look to Victor for the newest and best in the world of music, we are sincerely endeavoring to bring to an end the strike which has now been in effect for fourteen months.

"We are ready and anxious to begin recording again, so that the music-loving public will no longer be denied the pleasure and enjoyment of the wealth of music that is new and great and satisfying during these troubled times. It is only through continuous, new recordings that the public as well as the men and women in our armed services will have the benefit of the matchless artistry and interpretive genius of the greatest living artists in every category of music who are under contract to RCA Victor."

* * *

Visitor: "And what crime has this man committed?"

Jailer: "Him? None! He just happened to be passing when Looie the Lug tried to kill a man and he's being held as a witness."

Visitor: "And where's Looie the Lug?"

Jailer: "Looie? He's out on bail."

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FOR
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Congratulations

.... to **THE CLARK DISTRIBUTING COMPANY**



We are deeply appreciative of the excellent service you have given us on parts and supplies for our Wurlitzer equipment during these war months. Your fair and square program of providing needed parts is most commendable.

We are proud to be Wurlitzer operators, and we thank you for the consideration shown our organization in the past.

(Signed) Frank Navarro.

NAVARRO PHONO SERVICE

3706 WHITTIER BOULEVARD

LOS ANGELES 23, CALIFORNIA

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.

3★ **GOOD.** Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

BLUEBIRD

No Records Released

CAPITOL

Although no records have been received for reviewing Capitol has released four new records since the last issue of THE REVIEW.

DECCA

- 4★ 18566 Kay Armen
HOW SWEET YOU ARE (V)
THE DREAMER (V)

Decca presents a new personality with a voice worth a million dollars. Hailing from Nashville, Tennessee, this new thrush does two tunes from Warner Bros. "Thank Your Lucky Stars" with the Balladiers chanting the background. Tunes are handled as vocal foxtrots and pack a lot of interest. Although new discs are now coming through with orchestral backgrounds you can't miss on this pair for they are far superior to most of the vocal stuff recorded during the Petrillo ban.

- 3★ 18567 Glen Gray
MY HEART TELLS ME (FT VC)
MY SHINING HOUR (FT VC)

The Casa Loma offers a pair of top picture tunes now gaining plenty of plugs on the radio. First side is taken from Betty Grable's "Sweet Rosie O'Grady" while the second hails from Fred Astaire's "The Sky's the Limit." Ar-

rangements are okeh but the chirper, one Eugenie Baird, accounts for the three star rating on the disc. Suitable material, however, for it's the only record at present of these two up-and-coming tunes.

- 4★ 18568 Kay Armen
LATER TONIGHT (V)
CUDDLE UP A LITTLE CLOSER (V)

Another duo of vocal foxtrots with the Balladiers in the background. First tune is from the current "Wintertime" movie while the second is an oldie dug up from yesteryear. Both fit Miss Armen to perfection and she gives them her all. Recommended for automatic phonograph fare for it brings the first recording of "Later Tonight" plus a bang-up job on an old timer that still garners plenty of interest.

- 5★ 23277 Bing Crosby—Andrews Sisters
PISTOL PACKIN' MAMA (FT V)
VICT'RY POLKA (FT V)

When the Petrillo ban was lifted Crosby and the Andrews trio had dozens and dozens of tunes to choose from for their first recording. Their first choice was "Pistol Packin' Mama" and what a job they've done with it! Here is a made-to-order disc for the automatics and one destined to make a record for itself if you can get the platters for all your spots. The number hasn't even reached the crest of its popularity as yet and looks good for weeks and weeks

to come. This rhythmic arrangement and rendition gives it a fresh re-birth. Vic Schoen's orchestra handles the instrumental accompaniment and the whole affair cooks up into as hot and interesting a dish as has come our way in months. Platter mate is a lively foxtrot polka rhythm with Bing and the girls singing throughout. All in all a top rank disc in these days.

HIT

- 3★ 7065 Harry James
A MILLION YEARS AGO (FT VC)
CARNIVAL OF VENICE (FT)

Another of the James recordings comes up for re-issue and to a James starved jive audience this one will get the plays on phonographs. Then, too, the Dick Haymes vocals on the first side will come in for consideration. First side is at a moderate tempo and gives the side to the vocal work of Haymes. James takes over on the second side and burns up the trumpet on this straight instrumental. Haymes has changed his style somewhat since this record was first made but the James trumpet remains about the same. Okeh material for the automatics.

- 4★ 7066 Harry James
FOOLS RUSH IN (FT VC)
HODGE PODGE (FT)

Another re-issue with Dick Haymes featured once more on the first side. Haymes does a neat job on the vocals and James is in his best form for trumpet work on both numbers. A "can't miss" for the turntables.

OKEH

No Records Released

VICTOR

Since the last issue there have been no new records released by Victor. An album of four records featuring the most popular recordings of Dinah Shore is scheduled for release on November 19th.

Misses THE REVIEW

THE REVIEW:

Before the war I subscribed to a number of trade papers, including yours, and when billed for renewal of subscriptions I used to grumble as the papers were often left unread. When the war came the subscriptions were allowed to lapse, and for a few months it was all right. Then I found that I was completely out of touch with manufacturers' and operators' plans — in fact, I was LONELY. Therefore I would like to renew my subscription with you.

I hope your manufacturers will have something good in machines. I lost a number by enemy action, and the rest show signs of wear, so just as soon as we are permitted to trade again I want to acquire several hundred.

Cyril Hughes,
Belfast, Ireland.

IMMEDIATE RECORD SERVICE

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



The favorite needle
of Coin Phonograph Operators
everywhere

PERMO POINT

Satin Smooth

IT'S KIND TO RECORDS

PERMO PRODUCTS CORPORATION
6415 Ravenswood Avenue Chicago

NOTICE TO USERS OF 6SC7, 5Z3 AND 2A4G TUBES

6SC7 are next to impossible to secure. We have an adapter to make the changeover to 7F7 that requires no change in your amplifier. All that you have to do is plug your 7F7 in adapter and then plug adapter in your amplifier and you are ready to go. We also have an adapter for the changeover from 5Z3 to 5U4G that works same way. Price \$3.00 each lots of six. 2A4G changeover adapter to 2051 for your Seeburg Guns or Remote Music Equipment. Price \$6.50 each. Absolutely no worry, anyone can make the changes. Carry these in your service kit as standard equipment. One-third cash; balance C. O. D.

HERMITAGE MUSIC CO.

416 A BROAD

NASHVILLE, TENN.

REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

NOVEMBER, 1943

On Phonographs—

1. Pistol Packin' Mama
2. Oh, What A Beautiful Morning
3. I Heard You Cried Last Night
4. Sunday, Monday or Always
5. Paper Doll
6. If You Please
7. Put Your Arms Around Me, Honey
8. I Never Mention Your Name
9. People Will Say We're In Love
10. No Letter Today

On Radio—

1. For The First Time
2. How Sweet You Are
3. I Dug A Ditch
4. Pistol Packin' Mama
5. If You Please
6. My Ideal
7. People Will Say We're In Love
8. Oh, What A Beautiful Morning
9. Put Your Arms Around Me, Honey
10. Sunday, Monday or Always

Best Selling Sheet Music—

1. Pistol Packin' Mama (Mayfair)
2. Paper Doll (Marks)
3. Sunday, Monday or Always (Mayfair)
4. They're Either Too Young or Too Old (Advance)
5. People Will Say We're In Love (Crawford)
6. All or Nothing At All (Leeds)
7. I Heard You Cried Last Night (Campbell-Loft-Porgie)
8. Oh, What A Beautiful Morning (Crawford)
9. In My Arms (Pacific)
10. Put Your Arms Around Me Honey (Broadway)

Best Selling Records—

1. Pistol Packin' Mama (Al Dexter) Okeh 6708
2. Pistol Packin' Mama (Crosby-Andrews) Decca 23277
3. Paper Doll (Mills Brothers) Decca 18318
4. People Will Say We're In Love (Frank Sinatra) Columbia 36682
5. People Will Say We're In Love (Bing Crosby) Decca 18564
6. Sunday, Monday or Always (Bing Crosby) Decca 18561
7. Put Your Arms Around Me Honey (Dick Haymes) Decca 18565
8. Oh, What A Beautiful Morning (Bing Crosby) Decca 18564
9. Sunday, Monday or Always (Frank Sinatra) Columbia 36679
10. I Heard You Cried Last Night (Harry James) Columbia 36677

On Wired Music—

1. Pistol Packin' Mama
2. Paper Doll
3. Oh, What A Beautiful Morning
4. Sunday, Monday or Always
5. People Will Say We're In Love
6. No Letter Today
7. I Heard You Cried Last Night
8. James Session
9. In My Arms
10. If You Please

Western Hit Parade—

1. Pistol Packin' Mama (Al Dexter)
2. Honey, I'm In Love With You (Kurt Massey's Westerners)
3. Wreck On the Highway (Roy Acuff)
4. No Letter Today (Ted Daffin's Texans)
5. Dusty Skies (Bob Wills & His Texas Playboys)

6. Home In San Antone (Bob Wills & His Texas Playboys)
7. Night Train To Memphis (Ray Acuff)
8. Chime Bells (Elton Britt)
9. When My Blue Moon Turns To Gold Again (Wylie Walker and Jean Sullivan)
10. There's A Star Spangled Banner Waving Somewhere (Elton Britt)

Sepia Hit Parade—

Top tunes in colored spots, supplied at press time by Otis Rene, of Excelsior Records, for exclusive publication in THE REVIEW:

1. Pistol Packin' Mama (Bing Crosby) Decca
2. Pistol Packin' Mama (Al Dexter) Okeh
3. Don't Cry Baby (Erskine Hawkins) Bluebird
4. Bear Mash Blues (Erskine Hawkins) Bluebird
5. Four Cleffs Woogie (Four Cleffs) Bluebird
6. Honey It Must Be Love (Sonny Boy Williams) Decca

7. Rubber Bounce (Sonny Boy Williams) Decca
8. Sentimental Lady (Duke Ellington) Victor
9. All For You (King Cole Trio) Capitol
10. Sunday, Monday or Always (Frank Sinatra) Columbia
11. You'll Never Know (Frank Sinatra) Columbia
12. If You Please (Frank Sinatra) Columbia

Lucky Strike Hit Parade—

(November 13)

1. Paper Doll
2. People Will Say We're In Love
3. Pistol Packin' Mama
4. Put Your Arms Around Me, Honey
5. Sunday, Monday or Always
6. They're Either Too Young or Too Old
7. My Heart Tells Me
8. I Heard You Cried Last Night
9. How Sweet You Are
10. If You Please

* * *

Teacher: "If a number of cattle is called a herd and a number of sheep is called a flock, what would a number of camels be called?"

Johnny: "A carton."

FOR SALE

Coin-operated Phonograph and Amusement Machine Route. This route established by owners 10 years ago. Grossed over \$35,000 for past three years. Headquarters 45 minutes from Los Angeles. \$25,000.00 cash.

BOX 530

COIN MACHINE REVIEW

1115 Venice Blvd., Los Angeles 15

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1943

Operator FRANK NAVARRO Los Angeles

is one of the hundreds of Operators saving used needles for BENNETT PRECISION REPOINTING and REFINISHING SERVICE. Read Navarro's letter below:

Alpha Distributing Co.,
1025 North Highland Ave.,
Hollywood 38, Calif.

Gentlemen:

This is to notify you that I have received the thousand needles that I sent you to have repointed, and that we find them to be just as good as new needles. It is really a fine job.

We are at present getting together another thousand needles which will be sent to you to be repointed within a few days.

I very heartily recommend the fine work you are doing in repointing needles.

(Signed) Frank Navarro

YOU, TOO, WILL LIKE THIS SERVICE. SAVE YOUR USED NEEDLES AND MAIL THEM IN TO US FOR A GUARANTEED JOB

ALPHA DISTRIBUTING COMPANY

1025 N. HIGHLAND AVE.

HOLLYWOOD 38, CALIF.

SOUTHERN CALIFORNIA

LOS ANGELES—Biggest news this month was the appointment of two members of the industry to serve with an OPA official in Washington in administering ceiling prices on coin-operated equipment. Don Clark, of the Clark Distributing Co., and J. A. Stevenson, Salt Lake City, were appointed. First meeting is scheduled for December 1st and jobbers and distributors are eagerly awaiting rulings so that equipment sales may again return to normalcy. Clark and Stevenson are taking on a thankless job and their contribution to the welfare of the industry should be appreciated by all. Each will be called upon to pay his own expenses in attending the meetings in Washington. One ordinary round trip from here to attend a meeting generally runs in the neighborhood of a thousand dollars so you can see the contribution these men are making.

Industry members in Los Angeles were grieved to hear of the sudden passing of Dave Grossman, pioneer pin game operator, who succumbed following a heart attack.

Dwight Osborn, son of A. D. Osborn and formerly with Packard Manufacturing Co., has received a medical discharge from the Army due to the reoccurrence of an old injury.

Everybody got a deer on the Jack Gutshall hunting expedition. The group returned on October 25th after bucking snow four and five feet deep to get their bucks.

Operator O'Dell, Radium Springs, New Mexico, was a recent visitor at the Alpha Distributing Co. headquarters.

H. O. McClure, former operator of Waukegan, Ill., has taken over the Harmony Hostess Wired Music System in Pasadena from Al Ezor.

Recent visitors spotted in local establishments picking up parts, equipment and supplies, included: Jack Arnold, Barstow; Ray Faust, Santa Ana; Frank Robinson of R. & H. Amusement Co., Los Angeles; Tommy Mason, San Ysidro; Harold Meier, Pasadena; Art Narath, Anaheim; Roy Smith, Lancaster; Art Shaw, Long Beach; Bill Shorey, San Bernardino; Stewart Trimble, Huntington Park; Charles Peddicord,

Anaheim; George Wheelock, San Diego; and Harold Murphy, Indio.

Jimmie Dyer has just returned from the Middle West, where he visited the Packard Manufacturing Corp. plants in Indianapolis.

Jack Pfeffer is credited with having a remote control system in Hollywood's longest bar. Spot is the Hollywood Cafe Night Club on Santa Monica Boulevard.

Shorty Gaunt, Twenty Nine Palms, was in Los Angeles November 13th picking up equipment at General Music Co.

Mrs. Phil Brown, Bakersfield, purchased a substantial amount of new equipment from Clark Distributing Co., the first week of the month.

Danny Jackson, Pismo Beach, visited local jobbers the week of the 15th and painted a cheery picture concerning conditions in his part of the state.

Jane Carico, Jack Gutshall's efficient Girl Friday, was spotted t'other day looking mighty chic in a new brown pin stripe suit.

D. H. Osborn, Piedmont, Calif., recently purchased a route of phonographs in Sacramento and is now operating there.

Alpha Distributing Co. reports the reclaiming of many thousands of used phonograph needles for repointing. "It is surprising," states W. E. Simmons, manager, "the amount of valuable osmium contained on these old needles." Rejects are averaging less than 25 per cent.

Bob Cardiff, San Miguel arcade operator, picked up new equipment here the first of the month.

Charles Peverly, Oxnard, backed his truck up in front of E. T. Mape Music Co., November 15th, to pick up some needed supplies.

Fred Reiley has rounded out a year and a half as a flying instructor for the army at Blythe. Fred gets in town once a month and is keeping the local office of Western, Exhibit open.

Herb Klemme has returned to the local offices of Clark Distributing Co. as service mechanic. Herb will be remembered by most music operators as an expert Wurlitzer service man when he was located here a few years ago.

Frank Root, Lancaster, dropped in on local distributors on the 12th. "Looking for

equipment?" we queried. "No," sez Frank, "just say Root is in town again looking for a widow!"

Bud Parr of General Music Co., returned to Los Angeles on the 12th from a four day buying trip to Las Vegas.

Would you like to sit down to a two-inch thick New York cut smothered in mushrooms and topped with sauted green onions tonight? Add to this a nice fresh shrimp cocktail, soup, potatoes, vegetable, toasted french bread and coffee, and then pay a \$1.50 check? Sounds good, doesn't it? And it's not so far away. Spot we're speaking of is the San Diego Cafe across the Mexican line at Calexico. No rationing in Mexico and the food is really terrific. Ask George Culver.

To be college-bred requires a four year loaf, a lot of dough, and plenty of crust, according to Bill Simmons.

Fred and Ollie Trevillian were in from Santa Barbara the first part of the month to pick up equipment at Clark Distributing Co.

L. B. McCreary, local manager for the E. T. Mape Music Co., left here the week of the 22nd for an organization conference in San Francisco.

Mr. and Mrs. Jack McClelland are back at their Wilshire Amusement Co. in Hollywood after spending a month with the Joe Orcutt in Oregon. Orcutt has a Filbert ranch and Jack is telling how Joe planted his Victory garden. He asked his wife how to plant the carrots and radishes and she said "in rows" two feet apart. Joe didn't hear the "in rows" comment and took handfuls of seed and planted it in mounds two feet apart. The results were truly amazing. Clusters of undersized vegetables were on tap. "Only thing I did wrong was not to plant a string along with the seed," admitted Joe. "Then I could pull the bunch and take it directly to market."

Mr. and Mrs. Elbee Gerson, Bakersfield, visited the Paul Laymons on November 16th and purchased a large order. Mrs. Gerson was sporting a beautiful new convertible Buick in fire-engine red—a gift from hubby.

Martin V. Smith, now with the Army Air Corps, purchased equipment the early part of the month at Laymon's for his Oxnard Cafe. Bud expects to be transferred to Phoenix shortly and his wife and mother will take over the management of his restaurant.

Lucille Laymon served with the Red Cross Canteen Unit during the forest fires in the Santa Monica Mountains. Her unit fed the firefighters with hot meals each day, and when the army mobile unit failed to follow the soldiers into the fire area they served coffee, sandwiches and doughnuts to the soldiers helping in the fire fighting.

Paul Blackford

FOR SALE

1940 SEEBURG WIRED MUSIC SYSTEM

Consisting of

20 Turn Tables
2 Switch Board Panels
1 Record Index
20 Pre-Amps
Record Racks for 3000 records
19 Maestro Units—
(15 are equipped for manual

operation as well as wired music and may, or may not be purchased with the balance of the equipment; 4 are Maestro Cabinets for Wired Music operation only)

1 Clear-Tone Cabinet

FOR ADDITIONAL DETAILS AND PRICE, SEE AUBREY STEMLER AT

CLARK DISTRIBUTING COMPANY

1561 W. Washington Blvd.

Los Angeles 7, Cal.

Remodels Office

LOS ANGELES—Considerable remodeling has been done in the local offices of Jean J. Minthorne, Rock-Ola Distributor for Southern California and Nevada. In the 2920 West Pico side of the building new partitions have been installed creating a series of offices along the right wall. On the east side of the building the front portion has been converted into a record department and a stock of more than 18,000 records is already on hand. A soundproof booth has been installed for the convenience of customers.

Minthorne's private office is situated between the Rock-Ola showrooms and the record department which gives him easy access to all departments of the organization right from his own office.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1943

OPERATORS-Coin Machines & Arcades-OPERATORS

You will be amazed to find so many parts, supplies, and games of all kinds at the Southwestern, all for immediate delivery.

— SUPPLIES —

ELECTRIC BULBS:

7 1/2 10 15 25 40 60 100 Watt; Miniature Pin Game and Arcade bulbs #40 44 46 47 50 51 55 63 82 89; special 27V for Consoles; #1454 1455 1457 1458 1484 for all Mutoscope Mdse.; 1129 for One Balls; 1323, 1503 for Air Raider and Anti-Aircraft.

PHOTOCELLS

CE23D for Chicken Sam—CE2D for Rapid Fire CE20DWB for Defender

Projection Bulbs for Radio Rifle, Panorams and Photomatics.

RADIO TUBES of all types, Cartridges, fuses, 1, 2, 2 1/2, 3, 5, 7 1/2, 10, 15, 20; Screw fuses for Phonographs; 2, 5/10, 3, 6, 8, 10, 20, 30.

NEEDLES FOR PHONOGRAPHS

PROGRAM STRIPS — COIN WRAPPERS

COLLECTION BOOKS — RADIO RIFLE FILM

16MM STILL FILM — CHICKEN SAM PARTS

CHICKEN SAM CONVERSIONS

PANORAM SOUND FILM

COILS for Bally Games, Rapid Fire, Defender, Longacre.

COILS for Exhibit Games, Chicago Coin, Gottlieb, All Genco, Chicago Coin, Gottlieb and Exhibit parts.

RUBBER RINGS, small, medium, large.

RUBBER RAILING — PLUNGER TIPS

SUCTION CUPS — SERVICE KITS

BALLY GUARDS

WOODEN BALLS for Skee Balls, Barrel Rolls, Genco Playballs.

TIME CLOCKS — ONE-BALL WOODEN DOORS

PLUNGER RODS AND CASTINGS

ELECTRIC WELDERS, rods and supplies.

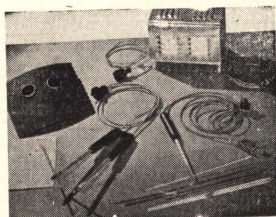
CIGARETTE MACHINES OF ALL TYPES

MUTOSCOPE POST CARDS such as Glamour Girls, All American Girls, Yankee Doodle Girls, Zito Dog, License Office, Band Leaders, Movie Stars, Candid Art Poses, Art Girlie Gags, Art Magazine Cartoons.

FIVE BALL MACHINES

Air Circus
ABC Bowler
Anabel
Argentine
Belle Hop
Big Parade
Broadcast
Dixie
Entry
Knock Out
Monicker

Pan American
Salute
Star Attraction
School Days
Show Boat
Sea Hawk
Seven Up
Snappy
Spot Pool
Stratoliner
Victory



PORTABLE FLAME ARC WELDERS

With Regular Welder's Hood. (Hood alone sells for \$9.50) Life saver for Duration. Limited Supply. Order Today! Complete with Hood, Rods and welding material.

ONE BALL MACHINES

Contest
Derby '41
Derby Winner
Gold Cup
Mills 1-2-3 '39, '40
Owl, Mills
Track Record
Sport Page
Blue Grass
Record Time
Dark Horse

Derby King
Grand Stand
Sport Special
Sky Lark
Spinning Reel
Santa Anita
Long Shot
Turf King
Gold Medal
Derby Time
Fairgrounds

10 Exhibit Rotary Merchandisers.....	\$155 each
25 Unedda-Pak, Brand new in crates, just came in.....	\$115 each

ARCADE EQUIPMENT

Anti-Aircraft Guns	\$ 69.50	Kicker Catchers.....	\$ 19.50	Striking Clock.....	\$109.50
Action Baseball	125.00	Kirk's Blow Ball.....	95.00	Hoot Mon Golf.....	95.00
ABT Challengers.....	22.50	Keeney Submarine Guns.....	225.00	Horoscope Scales	105.00
Electric Shockers	12.50	Bally Torpedo	215.00	Guessing Scales	122.50
Flippers	4.50	Mills Skill Jump.....	59.50		

Hundreds of Items to choose from. If you have never bought at Southwestern, give us a trial. Our motto is, "You must be satisfied or no deal."

CALL, WRITE, TELEPHONE OR WIRE AT OUR EXPENSE

SOUTHWESTERN VENDING MACHINE CO.

2833 W. Pico

ROchester 1421

Los Angeles 6, Calif.

COIN
MACHINE
REVIEW

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FOR
NOVEMBER
1943

Wolf on Buying Trip

LOS ANGELES—M. S. Wolf, in company with Mrs. Wolf and his brother, Kenneth and wife, left Los Angeles November 7th on a buying trip through the Southwest and Midwest in search of equipment for the California offices. Reporting from Chicago on November 16th, Bill said he had been very successful in acquiring a considerable quantity of machines and all were being shipped to Los Angeles to be offered to customers of the California Amusement Co. "I'll be glad to get home, too," Bill added, for it was snowing in Chicago at the time. He is expected back on the 25th.

During the past month a number of operators from all parts of the Southland have visited the local offices and showrooms of California Amusement. All were impressed with the beautiful arrangement of offices and showrooms and placed orders for needed parts and equipment. Another department at California Amusement that always wins the plaudits of operators is the complete repair and service department which is equipped to even turn out hard-to-get parts which the factories can no longer supply.

Sales have been particularly brisk during the month on the new Singing Towers, according to Chet Garton and Max Thiede. In fact a number of operators have placed their second orders on the phonograph. Another substantial shipment of Singing Towers is enroute West, making the third large shipment to be received here since the local offices opened two months ago.

WANTED TO BUY

Relics of
Maximilian
and Carlota
of Mexico

HIGHEST PRICES PAID

Box 1000

COIN MACHINE REVIEW

1115 Venice Blvd.

Los Angeles 15, Cal.

Celebrates 11 Years

LOS ANGELES—November 16th was a big day for Jack Gutshall for it was eleven years on the same date that Jack purchased his first marble game from Sol Gottlieb and started forth as a marble table operator. "It was a funny old table," remembers Jack. "I can't think of the name of it but it had a high score hole at the bottom of the playing field and when a ball dropped into the hole a lid closed. That was my beginning. From those early days I've had a bit of experience in every branch of the business and for the past few years have maintained a distributing organization catering to the needs of music operators."

THE REVIEW joins the industry in congratulations on his first eleven years and the hope he will be with us for many more years to come.

Kaplan Has Parts

LOS ANGELES—To the well known slogan of the Southwestern Vending Machine Co.,—"No Deal Complete Unless You Are Satisfied"—could rightly be added the expression "Name It—We Have It" for the establishment is a veritable storehouse of machines of all types, parts and supplies.

A visit to Southwestern will convince the most skeptical that Harry Kaplan planned ahead and saw to it that a large supply of parts and supplies would be on hand at Southwestern if a shortage ever became acute. Mountains of cartons and packing cases filled with all types of parts and supplies greet the operator as he walks through the aisles at Southwestern.

In addition there is a terrific quantity of machines of all types including one and five ball marble games, cigarette machines, arcade pieces, phonographs and almost any type of equipment there might be a demand for.

In this issue Kaplan lists a part of the machines and parts and supplies he has available for immediate delivery. We suggest a visit to the establishment for a more revealing picture of just how Southwestern has planned ahead to take care of its operator-customers.

Laymon's A Beehive

LOS ANGELES—Any resemblance between the Grand Central Terminal and the Paul A. Laymon establishment is not purely coincidental for almost any day the Laymon place of business is a veritable beehive of activity with operators in from all parts of the Southwest for equipment, parts and supplies.

"Why before I even get equipment unpacked and on the showroom floor it's going out the back door into an operator's truck," said Paul and we were prone to agree after spending fifteen minutes watching the activity.

Laymon has done a grand job of helping operators keep going since the outbreak of the war and the terrific patronage he is enjoying attests to the soundness of his policy of keeping the boys supplied with whatever they need at all times.

Spotted at Laymon's during the past few days picking up equipment were Charles Peddicord, Anaheim; G. W. Tubbs, Compton; Ray Smith, Barstow; Perry Irwin, Ventura; W. T. Culley, Parker, Ariz.; H. A. Presher, San Diego; C. L. Bandhauer, Bishop; Joy Bradley, Ontario; W. H. Shorey, San Bernardino; Glenn McCarter, Hemet; C. Rigdon, Fontana; Ted Bloomer, Mojave; Ray Reynolds, Big Bear; to mention only a few.

In addition to the business he is enjoying in the Southwest, Laymon is doing a nice business in the Hawaiian Islands and with modified restrictions he is shipping considerable quantities of equipment to the Islands, most of which will be used in Officers' Clubs and Servicemen Canteens.

All in all, the Laymon spot is a very, very busy place with equipment leaving every few minutes for all parts east and west . . . just as the trains from Grand Central.

* * *

"The other day my wife gave me a sermon about coming in late, and it's kept me awake the last two nights."

"Because it was so impressive?"

"No, because she hasn't finished yet!"

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November, 1943

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THE EXECUTIVE WHO STOPS TO THINK . . .



COIN
MACHINE
REVIEW

37

FOR
NOVEMBER
1943

Knows that "10% for War Bonds isn't enough these days"

Workers' Living Costs going up . . . and Income and Victory Tax now deducted at source for thousands of workers . . .

Check! You're perfectly right . . . but all these burdens are more than balanced by *much higher* FAMILY INCOMES for most of your workers!

Millions of new workers have entered the picture. Millions of women who never worked before. Millions of others who never began to earn what they are getting today!

A 10% Pay-Roll Allotment for War Bonds from the wages of the family bread-winner is one thing—a 10% Pay-Roll Allotment from each of several workers in the same family is quite another matter! Why, in many such cases, it could well be jacked up to 30%—50% or even more of the family's new money!

That's why the Treasury Department now urges you to revise your War Bond thinking—and your War Bond selling—on the basis of family incomes. The current

War Bond campaign is built around the family unit—and labor-management sales programs should be revised accordingly.

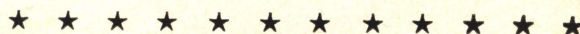
For details get in touch with your local War Savings Staff which will supply you with all necessary material for the proper presentation of the new plan.

Last year's bonds got us started—*this year's bonds are to win!* So let's all raise our sights, and get going. If we all pull together, we'll put it over with a bang!

This space is a contribution to
America's all-out war effort



you've done your bit
... now do your best!



Ad No. 1013

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

#2006

Bargain Mart

5c PER WORD, MINIMUM \$2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING

We specialize in adjusting, tightening, cleaning, greasing and repairing Slot Machines and Vest Pockets. Have them buffed and painted to increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale 5, Calif. Phone: Citrus 1-1093 (SS-C)

WE BUY, SELL OR EXCHANGE

Phonographs, Slots, Consoles, One Ball and Five Ball Free Plays and all types of Arcade Equipment. Write stating your lowest prices in your first letter. We also carry a large stock of parts and supplies. OPERATORS EXCHANGE, 621 Van Ness Avenue, San Francisco, California. (ASON-P)

WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 1417½ West Pico Blvd., Los Angeles 15, Calif. (OND-P)

FOR SALE

Bally's Santa Anita, \$250.00; Hawthorne, \$100.00, one ball payout. F. O. B. Albuquerque, N. Mex. OEL LETSERP, 911 West Fruit, Albuquerque, New Mexico. (SON-P)

WILL PAY CASH

for any late model Phonographs in good condition. RAY TISDALE, 3644 Roselawn Avenue, Glendale, Calif., Church-ill 9-3456. (SON-C)

USE MARBLES

as substitute for Ball Gum in Prize Ball Gum Machines. ½ to ⅝ size. PENNY KING COMPANY, 333 Castle Shannon Blvd., Pittsburgh 16, Pa. (OND-P)

PHOTOMATICS

Will buy early or late models Mutoscope Photomatics, CASH. State fully condition, model, and give best cash price. TONY BRILL, 311 N. Reno St., Los Angeles 26, Calif. Phone: DRexel 5831. (6-44-C)

WANT TO BUY

What have you? Want to sell. What do you need? Coin machines of every description. X. L. SALES CO., 959 South Hope Street, Providence, R. I. (OND-P)

MUSIC BOXES

Cigarette and Candy Machines—All makes and models—ready for location. Under market prices. Unedapak parts. Will buy or sell. M. POSTEL, 6750 N. Ashland, Chicago, Ill. (OND-P)

FOR SALE

Hanson Penny Counter Scale and Carrying Case, slightly used, \$15.00. Also 1 DeLuxe Used Scale, \$10.00. Needs repairs. BOX 525, THE REVIEW, 1115 Venice Blvd., Los Angeles 15, Cal. (N-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

SLOT MACHINES REPAIRED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 1070 Thompson St., Glendale 1, Calif. Telephone Citrus 3-3721. (TF-C)

PHONOGRAPH ROUTES WANTED

I will buy, for cash, Phonograph Routes any size, anywhere in the Western States. Give full details in first letter and lowest cash price. BOX 505, COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles 15, Calif. (TF-C)

PHONOGRAPH RECORDS WANTED

Look Ops! For our choice of your records we pay fourteen cents each and brother that's tops since the market laid an egg in 1929. The big music Ops deal with Devie's, California's largest used record dealer at 1612 Cahuenga Boulevard in Hollywood. (TF-C)

7 COLUMN AND 9 COLUMN

DuGrenier Cigarette Machines, factory reconditioned and refinished like new; operating on all coin combinations. Send for list. X. L. SALES CO., 959 Hope Street, Providence, R. I. (OND-P)

8 ERIE DIGGERS

30 National Selective 5c Candy Bar Machines, \$22.50 each. 10 Mutoscope—Merchantmen Diggers, Cigarette Machines, Watling Scales—low model. NATIONAL, 4242 Market, Philadelphia, Pa. (OND-P)

COIN MACHINE REPAIRING

Slot machines, all makes; Counter Games, Paces Races, Bakers Pacers. All workmanship guaranteed. BARNEY MCCOY, 4941 9th Ave., Sacramento, Calif.

WRITE US

for information and prices on carefully reconditioned 5c Selective Candy Bar Vending Machines. All kinds. Also many 1c Vendors. ADAAR COMPANY, 733 South Euclid Avenue, Oak Park, Ill. (OND-P)

WANTED

Mills Weighing Scales. Big dial models. "Your Exact Weight." Will pay cash for one or quantity. Write now. BABE LEVY, 2830-10th Court South, Birmingham 5, Ala. (NDJ-P)

FOR SALE OR TRADE

Just off location. In A-1 condition: 2 Mills Gold Chrome 5c; 1 Mills Gold Chrome 10c; 1 Mills Copper Chrome 5c; 2 Mills Club Bells 5c; 2 Mills Extraordinary 5c; 1 Mills Extraordinary 10c; 2 Mills Brown Front 10c; 1 Mills Blue Front 10c; 2 Mills Blue Front 5c; 3 4-Way Super Bell 5c and 25c. Will trade for late model 4 Bells or 3 Bells. COMMERCIAL SALES CO., 214 South California, Stockton, California. (N-P)

FOR SALE

Wurlitzer No. 331 Bar Boxes, \$19.50; No. 332, \$16.00; No. 350 Wireless Speaker, \$32.50; 306 Music Transmitter, \$14.50. Request list. COLEMAN NOVELTY, Rockford, Ill. (N-P)

WANTED

Keeney Anti-Aircraft, black or brown, any quantity. Wire or mail best price. GILLES CANDY COMPANY, 608 Main Street, Osage, Iowa. (N-C)

WIRE YOUR BEST OFFER

Mills 50c Blue Front, Pace 50c Comet, Challenger, 5c Saratogas; Exhibit Races. COLEMAN NOVELTY, Rockford, Ill. (NDJ-P)

COIN WRAPPERS

Tubular 1c, 5c, 10c, 25c and 50c sizes. 60 pound Heavy Kraft Paper. Every Wrapper a PERFECT WRAPPER. Open Quickly. Guaranteed lowest prices. Free samples on request. Immediate Delivery. MAX SCHUBB, Successor to Schubb & Company, Box 313, Muskegon, Michigan. (NDJ-P)

WANTED MILLS SCALES

Big Dial models. "Your Exact Weight" style. Will buy as is, complete but not necessarily in operating condition. BABE LEVY, 2830-10th Court South, Birmingham 5, Ala. (NDJ-P)

HERE IS YOUR HANDY "AD ORDER" BLANK

COIN MACHINE REVIEW,
1115 Venice Blvd.
Los Angeles 15, Calif.

SEND CASH
WITH ORDER

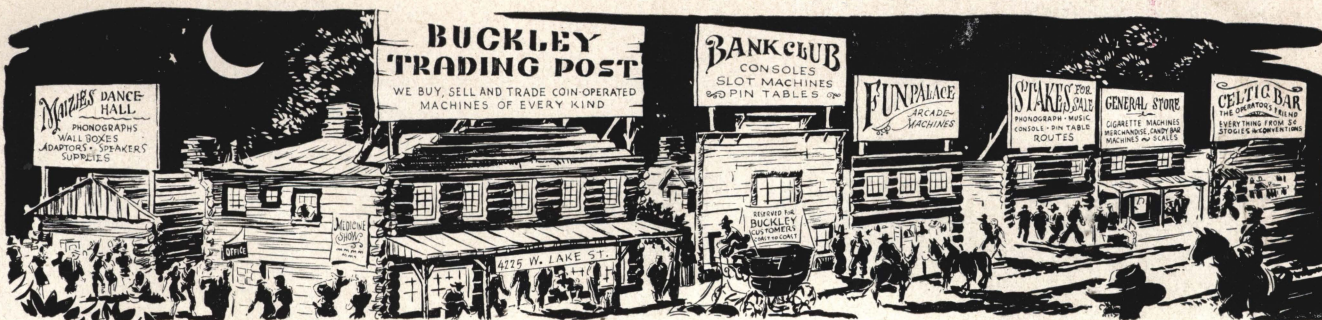
5c a Word
3 Insertions
at Price of 2

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of \$.....

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY.....

Name and address should be included in the word count.
Copy must reach Los Angeles office by tenth of each month.



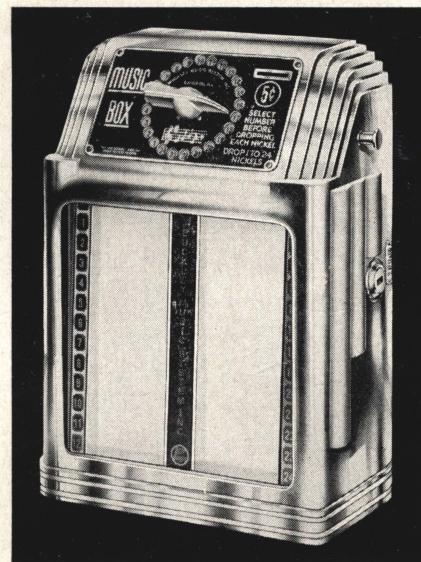
ALWAYS consult the **TRADING POST** when you want to **BUY** or when you want to **SELL**

SPECIALS—FOR SALE

COMPLETE MUSIC SYSTEM EQUIPMENT WALL BOXES—ADAPTERS—SUPPLIES

Buckley Boxes—New.....	\$35.00
Buckley Boxes—Rebuilt.....	25.00
Wurlitzer Box Model 100.....	25.00
Wurlitzer Box Model 310.....	25.00
Keeney Wall Boxes.....	5.50

THE BUCKLEY BOX



BUCKLEY DIGGERS

Rebuilt Treasure Island.....	\$ 55.00
Rebuilt De Luxe.....	100.00

SUPPLIES

Buckley Zephyr Cabinet—New.....	\$11.25
Perforated Program Strips, Per M. Sheets.....	3.50
Buckley Long Life Needle.....	.35
Buckley 275A Bulbs.....	.12

**Supreme Gun—
Shoot Your Way to Tokio.
Introductory Price, \$330.00**

Wire or Mail Orders Today.
All Prices Subject to Prior Sale. Terms Cash With Order.

WRITE For Complete List

WANTED TO BUY IMMEDIATELY

PHONOGRAPHS

Seeburg Classics
Seeburg Envoy
Seeburg Regal
Wurlitzer 500
Wurlitzer 600
Wurlitzer 24

Rockola Monarchs
Rockola Standards
Rockola DeLuxes
Mills Empress
Mills Throne of Music

CONSOLES

Keeney Super Bells
Keeney '38 Track Time
Keeney '38 Skill Time

Mills Three Bells
Mills Four Bells
Pace Reels—Combina-
tion

SLOT MACHINES

Mills Jennings Watlings

Complete Routes—Give us a list so we can make an offer.

WE BUY—WE SELL

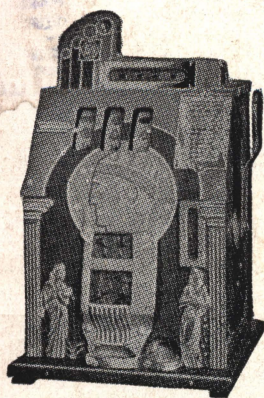
Send for Complete List—Send Your List of Machines for Sale

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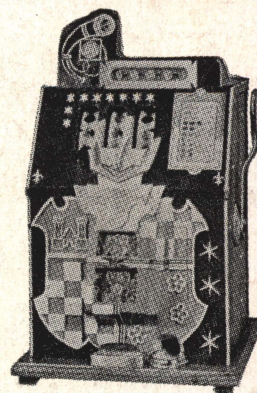
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SLOTS, CONSOLES

and

ONE BALLS



SLOTS

MILLS BLUE FRONTS 5c-10c-25c

PACE 5c-10c-25c

MILLS EXTRAORDINARY 5c-10c-25c

PACE 50c

ONE BALL FREE PLAYS

**RECORD TIME
CLUB TROPHY**

**DARK HORSE
'41 DERBY**

CONSOLES

SUPER BELLS

FOUR BELLS

THREE BELLS

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- IMMEDIATE CASH READY FOR ALL ●
- TYPES OF COIN OPERATED EQUIPMENT ●
- WE WILL BUY ON OR OFF LOCATION ●
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